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I N _ T H I S _ I S S U E

FROM MAY POLES TO ROUND TABLES...May Day is Health Day...Round tables replace May poles. Food Forums replace May Queens.

AFRICA EATS...Moroccans like their Lend-Lease tea and sugar...They like cous-cous, too. It's served at a ceremonial dinner at the Kasbah of the Caliph of the Tifoultout.

QUOTING THE PENTAGON CHIEF...He does amazing things with food and leftovers at the world's largest office building where 60,000 meals are served daily.

CAN YOU "BEET" IT?...When he called them "beets in sour sauce" customers turned up their noses...When he changed the name to "Harvard beets"...Well, that's a different story. (Would a rose by any other name smell?)

CHEERFUL LITTLE EARFUL FOR MEAL-PLANNERS...And we do mean cheerful....Eggs, carrots, white potatoes, canned goods, frozen foods and dehydrated foods offer just the variety needed.

RATION REMINDERS...Many fresh vegetables can make their seasonal debut with a spot of butter now that butter has been reduced to 12 points.

WAR FOOD ADMINISTRATION
Office of Distribution

-----THE MILKY WAY-----

Homemakers who've had to "milk" the family's coffee or cereal lately will be glad to hear that delivery men in most cities can begin taking extra orders for cream as of May 1. The cream won't be any thicker than it has been, but for the next two months at least there will be more of it.

As you know, the War Food Administration had required milk dealers in all metropolitan areas to cut their cream sales to 75 percent of the quantity they sold in June, 1943, and the same was true of chocolate drinks, cottage cheese, and butter milk. This was done to conserve milk for making butter, American cheese, evaporated milk and dried milk.

All these foods are very important to the home front, of course, but they are real food weapons to our boys on the war fronts who must get their milk nutrients from manufactured dairy products. Milk in fluid form can't be transported overseas, you know.

These dairy products still are vitally needed and in growing quantities too, as more and more of our soldiers go across. But because so much milk will be produced during the next two months, the War Food Administration has decided to "up" civilian quotas temporarily. During May and June, dealers will be allowed to sell 100 percent as much cream and the various milk by-products -- cottage cheese, butter milk and chocolate drinks -- as they sold last June, and that was a record consumption month.

Quotas Continue in Effect

With manpower and container shortages limiting the amount of milk which processing plants can handle, the WFA wanted to make sure that none of the milk which will be produced during May and June would be wasted because of sales quotas. Quotas on fluid milk sales have not been raised---they'll continue at 100 percent of June sales. But if a dealer wishes to use some of his extra quota on cream and milk by-products to increase his fluid milk sales, he'll be allowed to do that in most cities. In other words, the dealer can distribute his extra allotment of milk solids, as the milk order puts it, in cream, by-products, or fluid milk, according to the demand of his customers.

Perhaps you're wondering why sales of milk and cream need to be limited at all during May and June in view of the fact that we're going to have so much milk. The answer is: mostly because we're going to have so much milk. These next two months, May and June, will give us our best opportunity of the year to manufacture a large portion of the dairy products which will be needed this fall and winter.

Milk production always reaches a peak during these two months because the cows are out in pasture, and this year the supply

promises to be heavier than usual. Therefore, if we keep some kind of lid on milk sales now, we can keep our milk consumption fairly high, and get the manufactured dairy products we need, too.

-----FROM MAY POLES TO ROUND TABLES-----

"To fetch the flowers fresh" at an early hour on the first May morning was Chaucer's notion of a perfect May Day in the middle ages. Today, May Day continues to connote gladness, new life, beauty, flowers, dance and song, but under the clouds of war, May poles will be replaced by round tables.

President Roosevelt, as authorized by Congress in 1928, has proclaimed May Day to be child health day. What could be more appropriate than to pay homage to health on the day we bow to beauty and new life? Without radiant health beauty lacks luster. With good health to build upon, a sparkling beauty, physical and spiritual, can grow.

Recognizing the ability of youths to solve their own problems, President Roosevelt has recommended that young people gather everywhere in small groups "to consider how we can make our home and community life contribute in full measure to the building of bouyant health and valiant spirit in all our boys and girls." Thousands of forums, consequently, will be held where views may be aired and shared. Instead of choosing a Queen of May, the young people will be selecting the chairman for a forum.

Food Gets Attention

Food will receive considerable attention in these forums because young people have been increasingly aware of the direct effect of food upon health. Knowing of the need for greater food production many discussions will center about Victory Gardens, harvest helpers, canning centers, food waste surveys, and the school lunch program.

With many mothers working in war plants, their 'teen age children are getting practical experience in buying groceries, planning and preparing meals. In talking some of these problems over with one another both boys and girls will learn to take a broad-range view of the subject of food from its essentiality in war to the caloric value of a loaf of bread. The future health of the Nation depends in large measure upon the information and understanding accumulated and practiced by the youths today.

-----AFRICA EATS-----

From the veiled retiring fatma, or serving woman, to the turbaned Caliph in his fantastic Kasbah, or castle...American Lend-Lease stores are welcomed in North Africa, according to Mr. H. E. Pryor, chief of transportation for the Lend-Lease administration in Morocco.

Mr. Pryor journeyed to North Africa a year ago to check on food requirements in various sections; and to supervise the discharge of cargo of Lend-Lease food bought by the French for consumption there.

He has just returned to Washington, and he says, that, of all the foods sent to North Africa, tea was the most welcome. Moroccans must have their tea, since they drink neither coffee nor alcoholic beverages. As a matter of fact, tea sold for ten dollars a pound on the black market, until Lend-Lease officials took steps to shut off that supply. Sugar was an important import, too, as well as evaporated milk, potatoes and matches.

Land is Put to Work

When the Nazis left the territory they took everything with them and Moroccans had nothing but their lands. Immediately after they were free of German invaders, the land was put to work, and today North African gardens are again beginning to produce fine vegetables. The hot, moist climate and the fertile soil produce the largest vegetables in the world, Mr. Pryor said, and vegetables are the most important article of the ordinary Moroccan diet.

All are cooked together with ground meat or corn grits. They form the native dish called cous-cous. Cous-cous constitutes about seventy-five percent of the native diet. It is served in a large bowl...diners take it in their fingers and roll it into marble-like balls, then eat it.

Caliph Serves Delicious Dinner

Of course, in the Caliph's castle food is much more elaborate. Mr. Pryor was invited to a ceremonial dinner at the Kasbah of the Caliph of Tifoultout. He said the dinner was delicious. In a dining room with a balcony like appearance, gorgeously carpeted, and equipped with luxurious pillows, many courses were served on low tables. The first course was a marvelous soup made of liver, vegetables and a little lemon.

Next came an enormous almond pie made of layers and layers of pastry, each layer baked separately. This pie took three days to prepare. After the pie, a whole barbecued lamb appeared, then a great bowl of chicken with rhubarb sauce. Then the lamb was served again, this time cut into a roast and covered with quince. Pomegranate juice was served with this course.

Courses Continue

After that there was a soupy concoction of tomatoes, eggs and many other things. This was eaten by dipping hunks of bread into the big bowl in which it was served. Then it was time for the native cous-cous. Afterwards the dessert courses started. First, individual bowls of cold clabber (said to aid digestion) were passed, followed by grapes, fresh figs and dates.

Finally the traditional three cups of tea...no more, no less... and dinner was over. Mr. Pryor said Moroccans were wonderful cooks. They season things highly, cook them a long time. However the food is easily digestible.

Feasts like the Caliph's are very much in the minority, of course. The great percentage of the people eat very simply, and the little they did have was seized by the Nazis. Yet, these poorer people have a great sense of hospitality, and will practically starve for days in order to give a guest a special treat.

The food bought by the French, through Lend-Lease, was a life saver for all the people and they are grateful.

-----QUOTING THE PENTAGON CHEF-----

Reducing food waste to a minimum is not an easy job but it can be done, according to Otto Gentsch, famed chef who today is production manager of the cafeteria system in the Pentagon, world's largest office building, in Washington, D. C. where 60,000 meals a day are provided for employees.

Mr. Gentsch, president of the Societe Culinaire Philanthropique in New York for more than a decade, emerged from retirement in mid-February to import to the Washington scene a background of culinary accomplishment unexcelled this side of the Waldorf.

Born in Switzerland, he served in the culinary department at the Grand Hotel in Paris. From there he went to London and finally to New York, where he was executive chef of the Hotel Astor for almost 12 years.

Buying fresh vegetables and fruits and using them before they have time to deteriorate seems elementary, yet is most important according to this genius of the kitchen. Adequate refrigeration is not one of his worries in the modern Pentagon although perishables are given a cold reception. They are accorded warm consideration by two visits daily from a man who culls out any inferior produce which might taint its neighbors. To sum up his comments: buy fresh, keep cold, and check often.

He Uses Leftovers

"Leftovers? We use them, of course," said Mr. Gentsch. "We change the appearance, the flavor and the name. That does the trick." When asked about the chances of leftovers spoiling, he said they carefully omitted from their menus or prepared small amounts of food that would spoil easily if left over.

In introducing foods new to the clientele, Mr. Gentsch avoids waste by preparing only a small amount. If it isn't popular served in one way he tries another method of preparation, always cooking less than may be wanted, rather than more.

"When people are hungry and the food is good, they eat it. We have practically no food left on plates," Mr. Gentsch assured his questioner.

Defining food that is good to eat brought up the discussion of why the plates in New York society cafes are not returned to the kitchen cleaned of their food. Certainly the food is "good to eat. They serve too much. A woman orders a salad. She gets a big one--too big. She can't eat it all." The secret, in Mr. Gentsch's opinion, is to serve a variety of food at a meal and to serve small portions --- A little meat, some vegetables, a small salad and dessert, if one wishes it.

Variety might be considered the keynote of Mr. Gentsch's recommendation for tempting the palate and teasing the diner to eat every bite. Variety of food and variety of color, shape, texture, and flavor will help to assure clean plates--the test of a successful meal.

-----CAN YOU "BEET" IT?-----

"It's all in the name", said a restaurant owner in a midwest town. Personally liking beets, he offered them frequently to his customers, under the menu name "beets in sour sauce". Orders were few and waste was considerable, so he changed the name to "Harvard beets" -- and the demand exceeded the supply.

Beets still grow wild on the coasts of Europe, North Africa and Asia although they have been under cultivation since 200-300 B. C. Beets are much more popular on European dining tables than in the Britisher's menu.

Beets claim a long life of usefulness--a family that is versatile, to say the least. Outstanding members are the red beets for humans to eat as a root vegetable. Other varieties are the Swiss beets whose large leaves and succulent stems are called Swiss chard on the market. A coarse variety of beets is favored for cattle feeding, a sugar beet that provides half the world's sugar supply as well as a large quantity of alcohol, and a type of foliage beet grown for ornamental purposes. That's a family record "hard to beet" for service.

-----CHEERFUL LITTLE EARFUL-----

The following foods will be available in plentiful supply throughout the greater part of the country during the month of May. The first four items deserve special attention (if abundant locally)... carrots, eggs, white potatoes, canned peas, oranges, canned green and wax beans, peanut butter, citrus marmalade, raisins and dried prunes, dry-mix and dehydrated soups, soya flour, grits and flakes, macaroni, spaghetti, noodles, oatmeal, wheat flour and bread, rye breakfast foods.

Plentiful supplies of lettuce, cabbage, celery, snap beans, and carrots are expected from Southern producing areas during May. Heavy supplies of new crop onions also are expected to be available in most of the principal marketing centers.

Now that homemakers need count out only 12 red points for a pound of creamery butter, such spring favorites as fresh asparagus, young beets, and new potatoes can make their annual debut with a spot of butter and still leave enough for the breakfast toast.

With the usual seasonal upswing in butter production, supplies have been built up to the point where there is enough to meet civilian demands at twelve points a pound. Margarine, too, has dropped four points.

The new blue point value change gives you eight new point-free bargains to talk about. Stocks of canned tomatoes, corn, asparagus, beets, spinach, and other leafy greens, blackeye peas and garbanzo or chick beans must be moved into the hands of consumers to make room in warehouses for new supplies, some of which are now in production. The movement of this stock will encourage the commercial canners to put up just as much food as possible.

Based on comparative abundance and relatively low price, in most retail markets of the Southwest; as reported by the WTA Office of Distribution.

Continuing high on the "best buy" list in fresh fruit and vegetable markets are Irish potatoes, cabbage and carrots. Other popular favorites which offer meal-planners a wide choice for variety meals are oranges, grapefruit and spinach. Some markets have onions for the first time in weeks, and tomatoes also are beginning their seasonal appearance.

ARKANSAS . . . Irish potatoes, string beans, apples, beets,
turnips, carrots, eggs, local greens, oranges,
grapefruit.

COLORADO Asparagus, beets, cabbage, carrots, cauliflower, parsnips, onions, Irish potatoes, tomatoes, grapefruit.

KANSAS Carrots, cabbage, spinach, Irish potatoes, asparagus, citrus fruits.

LOUISIANA. Carrots, cabbage, Irish potatoes, oranges, squash, grapefruit, eggplant, snap beans, turnips.

NEW MEXICO Grapefruit, oranges, spinach, green onions, beets, carrots, cabbage, turnips, asparagus, lettuce, cauliflower, Irish potatoes, sweet potatoes, apples, peas, beans.

OKLAHOMA Radishes, carrots, oranges, cabbage, spinach, Irish potatoes, tomatoes.

TEXAS. Northern Section: Beets, cabbage, carrots, Irish potatoes, tomatoes.

Southeastern Section: Irish potatoes, beets, cabbage, carrots, oranges, grapefruit.

South Central Section: Tomatoes, citrus fruits, apples.

Western Section: Cabbage, carrots, Irish potatoes.

"Best buys" in key markets:

ARKANSAS Little Rock: Carrots, local greens, oranges, grapefruit.

Pine Bluff: Irish potatoes, string beans, apples, beets, turnips.

COLORADO Denver: Asparagus, beets, cabbage, carrots, cauliflower, parsnips, onions, Irish potatoes, tomatoes, grapefruit.

KANSAS Wichita: Carrots, spinach, cabbage, citrus fruits.

Hutchinson: Carrots, cabbage, spinach, Irish potatoes, citrus fruits.

Topeka: Grapefruit, oranges, Irish potatoes, asparagus.

Kansas City: Oranges, grapefruit, Irish potatoes, cabbage, carrots.

LOUISIANA.	<u>Baton Rouge:</u>	Irish potatoes, snap beans, turnips, cabbage.. . . .
	<u>New Orleans:</u>	Citrus fruits, eggplant, squash.
	<u>Shreveport:</u>	Carrots, cabbage, Irish potatoes, oranges, grapefruit.
NEW MEXICO	<u>Albuquerque:</u>	Grapefruit, oranges, spinach, green onions, carrots, cabbage, turnips, asparagus, lettuce.
	<u>Gallup:</u>	Grapefruit, oranges, spinach, green onions, carrots, asparagus, lettuce.
	<u>Santa Fe:</u>	Grapefruit, oranges, spinach, green onions, carrots, asparagus, lettuce.
	<u>Las Cruces:</u>	Cabbage, asparagus, cauliflower, beets, carrots, green onions, lettuce, Irish potatoes.
	<u>Portales:</u>	Sweet potatoes, grapefruit, orange
	<u>Las Vegas:</u>	Oranges, grapefruit, apples, cabbage, lettuce, peas, beans.
OKLAHOMA	<u>Ardmore:</u>	Radishes, carrots, oranges.
	<u>Oklahoma City:</u>	Cabbage, carrots, spinach, Irish potatoes, tomatoes.
TEXAS.	<u>Fort Worth:</u>	Beets, cabbage, carrots, Irish potatoes, tomatoes.
	<u>Beaumont:</u>	Irish potatoes, beets, cabbage, carrots, oranges, grapefruit.
	<u>Houston:</u>	Tomatoes, citrus fruits, apples.
	<u>San Angelo:</u>	Cabbage, carrots, Irish potatoes.

DALLAS, TEXAS
May 6, 1944
No. 19

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MAY 11 1944

U.S. DEPT. OF AGRICULTURE

Radio Round-up

on food...

For Directors of
Women's Radio Programs

P R E S E N T S I N T H I S I S S U E

FOOD SITUATION.....As reviewed by Administrator
Marvin Jones.

HAWAIIAN HOMEMAKERS HAVE FOOD PROBLEMS TOO.....
"Grass skirt paradise--not what it used to be".

FOOD CONSERVATION GOES TO COLLEGE.....Clean plate
campaign given a test.

CANNING ARITHMETIC....Helpful advice to homemakers
on planned canning.

HERBS IN THE DIET.....But to be modern we'll call
them Greens.

WHYS AND WHEREFORES OF THE MEAT SITUATION.....All
are now ration-free except beef steaks and roasts.

MORE ICE CREAM FOR ALL.....At least during May
and June.

NOW AVAILABLE FOR WAR PLANTS...Professional advice
about food services.

"BEST BUYS"

WAR FOOD ADMINISTRATION
Office of Distribution

-----ADMINISTRATOR MARVIN JONES REVIEWS FOOD SITUATION-----

We believe your listeners will be interested in what Marvin Jones said this week-end regarding our food supply picture. His statement follows:

Our food situation is good at this time. All along the line, farmers have produced above schedule. Remarkable job hog production has made possible the temporary removal of pork from rationing, and at same time have plenty for armed forces and fighting allies. Farmers and livestock producers of America also made possible temporary removal from rationing in last few weeks of all meat except beef steaks and roasts, all frozen fruits and vegetables, all dried fruits, most of important canned vegetables, lard, shortening, and salad cooking oils, and point reduction in many other items -- despite many hardships and shortages.

Today we have egg abundance, more than are needed at this time. Same is true of potatoes and early cabbage. Just now there is no serious shortage of food of any kind. Cattle are abundant, and as soon as movement into processing plants is sufficient, everyone should be able to get a good supply of beef. Milk is not as plentiful as many other important foods. However, consumption of fluid milk is at the highest level ever known in this country. Hard work, determination and ingenuity of the American farmer makes all this possible.

It must be pointed out, however, that a food supply is temporary and must be constantly replenished. As soon as produced, it commences to disappear and is used up. WFA is currently buying for war needs 25 to 35 million pounds of pork each week, and 40 percent of major cuts of beef are being set aside for our armed forces. A great majority of food is consumed within a year from the time it is produced. Having plenty now does not necessarily mean having plenty later. Too many are prone to take food supply for granted. It will be even harder to meet our needs this year than last year. Spring plantings have been delayed by unseasonable weather and too much rain. There are not as many people on farms as before the war, and many young men have gone into the armed forces and to factories, attracted by higher pay, and shorter hours. Farm machinery is wearing out. Demand for other needs has made it impossible to get all farm machinery needed to replace men who have left farms, and replace worn-out equipment.

Despite greatly increased food production and imports of all feed transportation facilities permitted, there is still not enough feed for the number of livestock we now

have. Livestock and poultry numbers must be adjusted to available feed supplies.

This will necessitate marketing through the year a greater number of cattle, hogs, and poultry, and culling of dairy herds, and getting rid of old and less productive cows, leaving more feed for better producers. Balancing of livestock and feed supplies will be the real interest of livestock producers themselves. They are the only ones who can accomplish it.

-----HOMEMAKING IN HULA LAND-----

In the minds of most people, before December 7, 1941, Hawaii was an isle of paradise with glamorous native girls wearing grass skirts---where vacationists lay on the sunny beaches---and soft music filled in the background. But since that fateful day, all of us have realized that life in Hawaii isn't what it used to be. Homemakers there have had to face a number of the same wartime problems as those on the mainland---and many of the Hawaiian homemakers' problems are even more serious than those the homemakers here have had to encounter.

On December 8 the stores closed to take inventory and go on a wartime basis. By December 10 the stores had reopened. However, homemakers had to stand in line for hours in order to get their food supplies. They used the food they were able to buy to best advantage. They didn't have many left-overs, and what they did have, they used the next meal or the next day.

Although ration books are not used in Hawaii, they do have price control. There's been no spiraling of prices. In fact, many of the public eating places that were very lavish before the war have changed to simpler meals which are more reasonable in price.

One of the main changes for homemakers since the war is that they have to stick to one grocer now. It used to be that homemakers shopped around between stores, but now it's sort of an unwritten agreement that a customer does all her food shopping in the same store. This way, the storekeeper is able to look after his customers and the customer can be confident that the grocer will look out for her interests.

In the pre-Pearl Harbor days fish was a very important part of Hawaiian diets. Of course, after the attack, fishing boats couldn't go out, and no fishing was allowed from the shore. For about a year after the war began, the lack of fish was the homemakers' greatest hardship.

Although Hawaiian homemakers have had to face a number of hardships, they have plenty of a couple of foods that would make homemakers on the mainland a bit jealous--pineapple and sugar. That's because the islands are the world's greatest pineapple producers--

and one of the world's great sugar production areas. In addition to these foods, the people on the Hawaiian islands are growing an increasing variety of vegetables in their home gardens. They are fortunate in having fertile soil and a climate which enables many vegetables to mature in about six weeks. Also many can go out and pick plenty of wild guavas and papayas when they want fresh fruit.

The homemakers on these islands had to face many hardships at the beginning of the war. And we can't help admiring them for getting along so well on what was available.

-----COLLEGE GIRLS CONSIDER CONSERVATION-----

The importance of food conservation is being realized by everyone these days. Elementary school children are learning to eat all of their food before they go out to play. Homemakers are careful about buying and preparing food so they won't waste a bit. Our service men may take all they want, but even they are asked to eat all they take. And last but not least, college girls are aware of food conservation.

Stephens College, in Columbia, Missouri, is one of the colleges taking the lead in reducing food waste in campus dining halls. Their first objective was to get facts on the amount of food wasted on the campus by about 2,000 college girls. A check sheet was created to record the amount and kind of food wasted in the dining rooms, and the number of people eating in each dining room. Girls were trained to observe and record the food waste as the waitresses brought the food back to the kitchens. The math club volunteered to take charge of the mathematical work. The statistics, in terms of percentages, were then placed on a large poster with triple thermometers. This master poster was placed in the college post office. Each day the thermometers indicated which of the dining halls wasted the least amount of food. The girls were also informed as to the progress of the campaign by daily reports over the campus radio station.

Food waste was checked for seven consecutive days preceding the clean plate club campaign; for four days during the campaign; and tentative plans call for "checking without notice" one day a week during the remainder of the college year. During the week before the clean plate campaign was scheduled to begin, the food waste on the plates was scraped into a big container and weighed. It amounted to 14 percent of the food served to the students. During the week that the clean plate clubs were publicized the plate waste amounted to less than 10 percent of the food served.

On the day the campaign began, an article appeared in the college paper, stressing the purpose of the campaign and a factual presentation of the national food problem. During the week, Victory speakers gave talks on "how food is wasted and how it can be stopped" and allied subjects. These talks were given in the 19 dormitories, to all sororities, and to group meetings. Many of these girls presented this data to others.

Posters, captioned "how to be a food saboteur", were placed in strategic places on the campus. They listed a 6-point program:

Participate in lots of spread.
Take a bite or sip and leave the rest.
Take more than you can eat.
Eat downtown and don't give the towns people a chance.
Have a snack in the tea room every day.
Let food spoil in your room.

This survey revealed the real need for some conservation education on the campus. So the consumer education committee made plans to follow up the clean plate campaign with more factual information to be presented on the radio, in the papers, and by speakers. Frequent reminders not to waste food will appear on posters in the dining halls, and in the hostess controlled conversation at the tables.

-----COUNTING YOUR VEGETABLES BEFORE THEY GROW-----

According to an old proverb, it isn't considered wise to count your chickens before they hatch. However, when it comes to vegetables in Victory Gardens, it's a good idea to make an estimate of the anticipated products for home canning.

To help homemakers map their food preservation campaign all the way to the end of the season, the Bureau of Human Nutrition and Home Economics suggests that Victory Gardeners figure the length of their garden season. In many parts of the country gardens yield vegetables for about 22 weeks. This leaves 30 weeks for families to depend on fruits and vegetables that are home canned or preserved other ways.

The next step is to figure the amount of processed food needed for each person during the winter weeks. Families who rely heavily on home processed foods will can about 100 quarts of fruits and vegetables for each person. Here's a boiled-down average home canned food budget for one person: tomatoes, 20 to 35 quarts; greens and other vegetables, 6 to 8 kinds, 25 to 35 quarts; fruits, 6 to 8 kinds, 25 to 35 quarts; fruit juices, 5 to 10 quarts. This quantity of canned foods---or its equivalent brined, dried, stored or frozen---would supply enough of these foods for a good diet for 30 weeks

A third canning reminder for your listeners is that foods suitable for home canning should be planted---and then canned correctly. Tomatoes, fruits and pickled vegetables may be canned safely in a simple boiling water bath canner. However, a pressure canner is recommended for asparagus, snap beans, corn, carrots, green and other non-acid vegetables.

One important thing that some homemakers seem to overlook is the fact that canning isn't the only way to preserve garden products. Freezing is a particularly good way to preserve some vegetables, if a home freezer or freezer locker space is available. Many of

the later vegetables may be stored. And for variety, there are drying, salting and brining.

Some homemakers find it difficult to figure the number of jars of vegetables they can expect from a certain number of bushels of the fresh product. A family with a garden may work out this arithmetic problem when the garden is being planned. Here is a chart of some commonly home canned vegetables which will be helpful to those homemakers with a canning arithmetic problem:

Beans, lima, in pods...	1 bu. (52 lb.)	yields 6 to 8 qts.
Beans, snap.....	1 bu. (30 lb.)	yields 15 to 20 qts.
Beets, without tops...	1 bu. (52 lb.)	yields 17 to 20 qts.
Carrots, without tops	1 bu. (50 lb.)	yields 16 to 20 qts.
Greens.....	1 bu. (18 lb.)	yields 6 to 9 qts.
Peas, green, in pods...	1 bu. (30 lb.)	yields 12 to 15 qts.
Squash.....	1 bu. (40 lb.)	yields 16 to 20 qts.
Sweet potatoes, fresh	1 bu. (55 lb.)	yields 18 to 22 qts.
Tomatoes.....	1 bu. (53 lb.)	yields 15 to 20 qts.

-----HERBS, OUR GRANDMOTHERS CALLED THEM-----

Greens as a family are not only a spring tonic but a valuable part of the regular diet. But of course, springtime is the natural season for gathering tender young wild greens for a cold salad or a hot dish, prepared just as their cultivated cousins are prepared and served. Wild greens, sometimes called herbs by our great-grandmothers, are yours for the picking.

Anyone with the back-to-nature urge can have it satisfied. Suggest that your nature lover listeners take a paper sack and a pair of sharp scissors or knife along on their trek to the woods--or back yard--but be sure to know which are the edible "weeds". The young green leaves contain iron, vitamin A and two of the B vitamins--niacin and thiamin. Today health seekers reverse the healing process of their ancestors, knowing that an ounce of prevention is worth a pound of cure, and include a daily green in the diet as health insurance.

The uninitiated can easily learn to identify wild greens--some of the more familiar are, dandelion, lamb's-quarters, plantain, poke, purslane, wild chicory, dock and sorrell (kin to dock).

Wild greens should be cared for in a similar way to those fresh from the home gardens. They should be washed through several waters. Careful lifting out of each water should clean the sand off thoroughly. Then cover the greens with a damp towel and set them in a cool place to crisp, ready for the salad bowl or a quick steam bath. The greener the greens the more vitamin A and the fresher they are, the more likelihood of a plentiful supply of the other vitamins which they contain.

Those who can't go hunting wild greens will usually find a good variety of greens on the market from which to choose.

Generally available now, though the supply varies with the locality are: lettuce, cabbage, beet tops, and spinach. Broccoli, Brussels sprouts, kale, endive, cress, collards, parsley, turnip and mustard greens are frequently seen on many markets. Other garden varieties less known are Florence fennel, Swiss chard, Hanover salad, rape salad, and Chinese cabbage.

-----CURS IS TO REASON WHY-----

The news several days ago that all pork, veal, lamb, mutton, canned meats, canned fish, and all beef cuts except roasts and steaks were made ration free, was a surprise to many homemakers. In case your listeners are wondering why this was done, here's the answer.

The policy of the OPA is to adjust point values upwards or downwards whenever changes in supply of an item warrant, and to make items point-free when supplies become sufficient. In the case of pork, marketing of hogs has continued higher than is usual for this time of the year. Lamb, veal and mutton have also been made point-free because of the good supply. In addition, drought has dried up range and pasture lands in some of the producing areas, and supplies of feed are tight. So this change should give the growers complete freedom in the marketing of lamb, sheep and calves. As for canned fish, civilian supplies are expected to increase.

It was not advisable to give beef roasts and steaks a point value of zero because supplies coming to market of these cuts were not large enough to permit any change in point values at this time.

Naturally, these drastic changes in point values bring about a change in the number of red ration stamps allowed homemakers. Now the red stamps will have to stretch over four weeks instead of the two week period. The stamps which were made available on May 7--red stamps R8, S8, T8--will be the only red stamps becoming valid until June 3.

-----THEY ALL SCREAM FOR ICE CREAM-----

Even the boys whom the neighbors call "brats" and who say it's sissy to drink milk go for ice cream in a big way. Ice cream is that kind of a food. The kids like it in cones--the teen-agers in milk shakes and sundaes--the grown-ups go for pie and cake a la mode, and our service men overseas tell us that their second favorite pin-up is a luscious ice cream soda.

Because ice cream is so nutritious and so widely liked, our government has hesitated to cross it off our national food list... even though most countries at war have done just that, in order to save milk for cheese, milk powder and other essential products.

In this country, we've cut down some, but not entirely. Production for the armed forces hasn't been restricted at all, but

when making ice cream for civilians, manufacturers have been required to limit their use of milk solids each month to 65 per cent of the quantity they used in the corresponding month during the period December 1941 through November 1942. Furthermore, the maximum milk solids content of each quart could not exceed 22 percent of the total weight.

This month and next, however, manufacturers' quotas have been raised. They're allowed to make more ice cream and to make it richer. The total quantity of milk solids they can use has been upped to 75 percent of base period utilization and the maximum milk solids content per quart has gone up to 24 percent.

Some of this increased allotment probably will be used to make more sherbet and other frozen dairy foods--4 to 5 million gallons more perhaps. Most of it, however, will go into ice cream. Roughly, 10 to 11 million gallons more will be produced for civilians this May and June than during these two months last year.

Who or what's responsible for this ice cream bonus? Well, you can thank the extra heavy milk production expected during May and June first of all. Ice cream quotas, along with the quotas limiting sales of cream, cottage cheese, chocolate drinks and buttermilk, (which we told you about last week) have been raised primarily to help assure that all milk produced during these two months will be used.

The government still wants to divert as much milk as possible to the cheese and butter factories, the condensaries and the milk powder plants, but with manpower short and transportation difficult, it was thought that these plants wouldn't be able to handle all the milk they were offered.

Just for good measure, you can also thank the dairy production payment plan for more ice cream. This plan is designed to compensate farmers for advances in food prices since September 1942. Right now it looks as if this program has done a good job in helping to halt the downward trend in milk production. In fact, milk production this year may even exceed that of last year.

-----SOMETHING NEW UNDER THE SUN-----

Yes, there is something new under the sun. There's a new profession which has recently come into its own. It is composed of highly trained men and women who provide technical advice about food services for workers in war plants.

If plants want to install some kind of food service, or improve those they already have, they send a request to the Office of Distribution, 425 Wilson Building, Dallas 1, Texas for an industrial feeding specialist. Then the specialist makes a study of the existing conditions and recommends the type of service or changes that will meet the needs in a practical way. Some of the plants need cafeterias, while stationary lunch stands, mobile units, or provided packed lunches prove more satisfactory in other cases.

Recently, a conference was held in Washington for the purpose of training these specialists in their new profession. At the conference new plans were presented for various types of service, and methods of streamlining these services. Up to date devices for speeding up cafeteria lines were also discussed, so the specialists would be able to help war plants organize efficient, speedy food services.

The contribution radio is making through cooperating with the government's industrial feeding program was graphically shown at their conference in the 3-panel exhibit "telling the story of industrial feeding". This exhibit will be available by request from the regional Office of Distribution, Dallas.

BEST BUYS IN FRESH FRUITS AND VEGETABLES

Based on comparative abundance and relatively low price, in most retail markets of the Southwest, as reported by the WFA Office of Distribution.

Cabbage, carrots and Irish potatoes vie for top and favorite honors in fresh fruits and vegetables. Making their seasonal appearance are new potatoes, snap beans, English peas and fresh onions. Other popular favorites in some markets include abundant supplies of beets, rhubarb and tomatoes.

"Best Buys" by states include:

ARKANSAS	Lima beans, black-eye peas, squash, apples, oranges, locally grown greens, carrots, cabbage.
COLORADO	Beets, cabbage, carrots, rhubarb, grapefruit, onions, oranges, Irish potatoes, spinach, tomatoes, apples.
KANSAS	Citrus fruits, apples, onions, cabbage, lettuce, new potatoes, carrots, strawberries, tomatoes, celery, asparagus, rhubarb.
LOUISIANA. . . .	Cabbage, carrots, Irish potatoes, grapefruit, snap beans, oranges, beets, apples, onions, tomatoes.
NEW MEXICO . . .	Grapefruit, oranges, spinach, onions, cabbage, carrots, lettuce, apples, beans, peas.
OKLAHOMA	New potatoes, English peas, asparagus, spinach, cabbage, radishes, green onions, tomatoes.
TEXAS.	<u>Northern Section:</u> Beans, beets, carrots, cabbage, Irish potatoes, tomatoes.

Southeast Section: Beets, carrots, squash, corn, cabbage, grapefruit, oranges, tomatoes, onions, black-eye peas, Irish potatoes.

South Central Section: Carrots, Irish potatoes, cabbage, beets, oranges.

Western Section: Cabbage, carrots, Irish potatoes,

"Best Buys" in key markets:

ARKANSAS: Pine Bluff: Lima beans, black-eye peas, squash, apples, oranges.
 Little Rock: Locally grown greens, carrots, cabbage, oranges.

COLORADO: Denver: Beets, cabbage, carrots, rhubarb, Irish potatoes, grapefruit, onions, oranges, spinach, tomatoes.
 Pueblo: Irish potatoes, carrots, onions, apples, oranges.

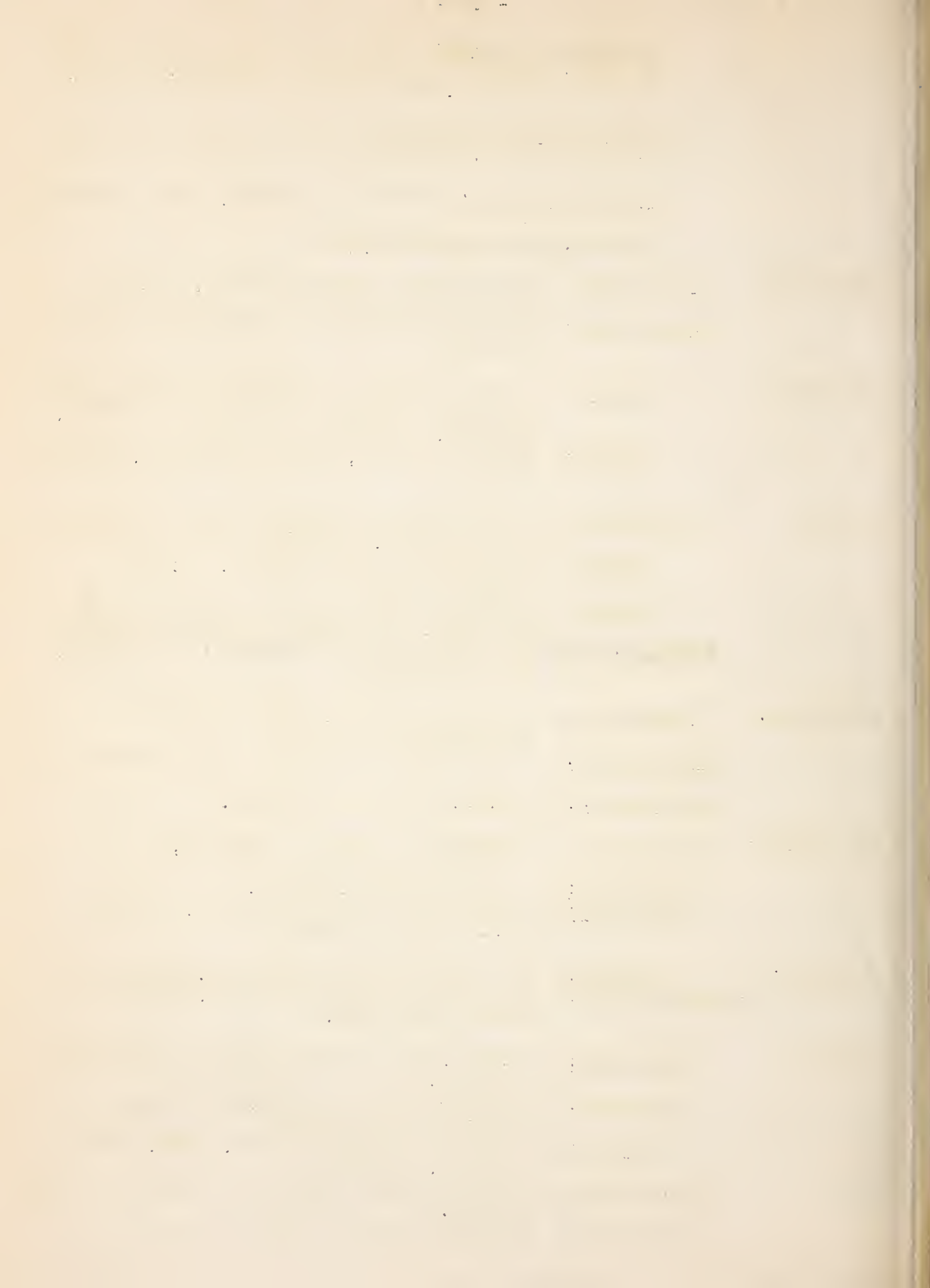
KANSAS: Hutchinson: Citrus fruits, apples, onions, cabbage, new potatoes, carrots.
 Topeka: Grapefruit, strawberries, onions, celery, tomatoes.
 Wichita: Apples, onions, cabbage, rhubarb, new potatoes, asparagus, lettuce, carrots.
 Kansas City: Oranges, grapefruit, cabbage, carrots, Irish potatoes.

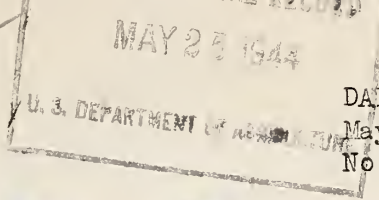
LOUISIANA: Shreveport: Cabbage, carrots, Irish potatoes, grapefruit, oranges.
 Baton Rouge: Beets, snap beans, Irish potatoes, oranges.
 New Orleans: Apples, onions, tomatoes.

NEW MEXICO: Albuquerque, Grapefruit, oranges, spinach,
 Gallup and onions, cabbage,
 Santa Fe: carrots, lettuce.
 Las Vegas: Grapefruit, oranges, apples, beans, peas, cabbage, carrots.

OKLAHOMA: Ardmore: New potatoes, English peas, asparagus.
 Oklahoma City: Spinach, cabbage, radishes, green onions, tomatoes.

TEXAS: Fort Worth: Beans, beets, carrots, Irish potatoes, tomatoes.
 Beaumont: Beets, carrots, squash, cabbage, grapefruit, oranges.
 Houston: Tomatoes, black-eye peas, corn, Irish potatoes, onions.
 San Antonio: Carrots, Irish potatoes, cabbage, beets, oranges.
 San Angelo: Cabbage, carrots, Irish potatoes.





DALLAS, TEXAS
May 13, 1944
No. 20

Radio Round-up

on food...

For Directors of
Women's Radio Programs

I N T H I S I S S U E

A SPICY SURVEY...Life is "spicy" since the beginning of war...Unusual varieties show up on kitchen shelves.

SUGAR GOES TO WAR, LITERALLY. It "pinch hits" for corn by the ton. It goes into synthetic rubber...It's being dropped over Germany...It's found in Red Cross packages, too.

CARROT CONVERSATION...Night flyers eat them at the snack bar...It's a good habit because they're rich in vitamin A, that vitamin so necessary to good eyesight.

DID YOU KEEP A GARDEN DIARY LAST YEAR? Keeping books is a "must" for a beginner at garden planting.

THEY STILL EAT CAKE...but it's not what it used to be. The British call their wartime cake "austerity model cake"...It comes without benefit of icing, cream or jelly swirls...but it's still cake and it's unrationed.

FOOD PRESERVATION IS IMPORTANT...We shall be glad to send the new recording in which Mrs. Olsen high-lights successful preservation centers in operation.

BEST BUYS...Carrots, Irish potatoes, cabbage and grapefruit continue to "nose out" other potential contenders for top position.

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WAR FOOD ADMINISTRATION
Office of Distribution

-----A SPICY SURVEY-----

Life has become more spicy since the beginning of the war. According to a recent spice survey which included over 1500 families, homemakers are learning to make their limited spice supplies go farther.

One of the most interesting things discovered by this survey was a list of the spices that are favorites with American homemakers. Although in short supply, cinnamon still leads the preferred list, with nutmeg following a close second. Paprika, cloves, allspice and ginger were runners up in the race for popularity.

It seems that the war has made homemakers more conscious of spices...especially some of the less known varieties. Such unusual ones as oregano and cumin were reported to be on the shelves of some kitchens.

This survey also indicated a rise in popularity of chili powder, poultry seasoning, celery salt, curry powder and others. Homemakers are realizing that spices can give the cheaper cuts of meat more taste appeal. And they're also using spices in packing lunch boxes for the members of the family working in war plants.

In addition to the opinions of homemakers, childrens' tastes on spiced foods were surveyed. Spaghetti with tomato sauce came out on top with the kiddies. Other favorites in order were gingerbread...frankfruters or baked beans with catsup or chili sauce...and baked custard with nutmeg. Molasses cookies, gingersnaps and Brown Betty were all up in the front line, too.

-----SUGAR IN BATTLE DRESS-----

Homemakers will remember signing up for their first ration book...War Ration Book One, back in May, 1942. They remember too, that sugar was the first thing to be handed over the grocer's counter in meticulously measured packages in return for a precious ration stamp.

They recollect the adjustments that had to be made in order to make the sugar stretch, and the budgeting of the amount they were allotted for each period. But they've taken it all in their stride...cheerfully, even though, because of frequent changes caused by the war, some don't have a very clear idea of what is happening to our national sugar supply.

Well, sugar has gone to war...literally. After Pearl Harbor, submarines along the Atlantic coast picked off sugar-carrying ships and prevented other ships from moving and thus reduced the supply. The Philippines, which furnished about 15 percent of our sugar, were in Japanese hands. That reduced the supply still more.

Later, when the Navy got the submarine situation under control, and shipyards began to be geared to action and mammoth production, the war reached into the national sugar bowl and abstracted huge

quantities of sugar...not for candy bars in overseas canteens, nor for Army K rations...but for other and vital war needs.

Sugar "Pinch Hits" for Corn:

Sugar pours into industrial plants in tons. Nearly every necessary war commodity needs sugar in some form. In 1941 and 1942, invert sugarcane molasses, from which no sugar has been extracted, began to be used in the manufacture of industrial alcohol. The industrial alcohol program alone will curtail our sugar supplies by one-million tons this year. This is about 20 percent of the amount of sugar consumed by civilians in 1943. The use of this sugar, however, will mean the saving of about sixty-six-million bushels of corn for vitally-needed war products and for livestock feed.

Perhaps the most important product in which industrial alcohol is used, is the manufacture of synthetic rubber. Synthetic rubber moves armies---It is an integral part of home front manufacture. Synthetic rubber is part of a farmer's necessary equipment---It supplies civilians with tires and inner tubes, and is a substitute for natural rubber in thousands of consumer products.

Sugar Blasts Germans and Japs:

Would it surprise a homemaker to know that some sugar is used in almost every bomb that is dropped over Germany? It should give her a great deal of satisfaction to know that, and it is true. For sugar, via the industrial alcohol transition, is used in the manufacture of explosives. Not only the bombs marked for German military objectives, but shells for Axis destruction. Hand grenades for Japanese foxholes include industrial alcohol in their manufacture.

Plastics are an important part of our airplanes. And sugar goes into plastics...which are successfully substituting for needed metals in this war operation.

The chemical industry is beginning to depend upon sugar in the manufacture of dyes, varnishes, and medicine...and all these products are implements of war, too.

Red Cross Packages Contain Sugar:

Sugar is needed to feed our Allies and liberated areas. The Red Cross gives sugar to prisoners of war and to refugees...some of it has gone to India too, and in every Red Cross package sent to Switzerland for distribution to our men in prison camps in Germany and Italy, there is a package of sugar.

Then, too, sugar production in continental United States has fallen off and it is frequently impossible to spare an adequate number of ships from the war program in order to bring sugar to this country from Puerto Rico, Cuba and other offshore sources.

These are the principal reasons for the scarcity of sugar... why it needs to be carefully rationed. And still, despite all these tremendous demands upon the national sugar supply, homemakers will probably have as much sugar as they had last year.

-----CARROT CONVERSATION-----

The carrots have it, too, in outstanding quantity...that valuable vitamin A, so indispensable to good eyesight. The amount of vitamin A increases with the maturity of the carrot.

Not being soluble in water the vitamin A is more stable to cooking losses than are some of the other vitamins. Present also, but secondary in importance, is calcium and water-soluble vitamin C and riboflavin.

When night flyers go to the snack bar they often reach for a carrot. And it's a good habit because carrots are rich in vitamin A...that vitamin so necessary for good eyesight.

Approximately 2 cups of cooked carrots contain a day's rations of vitamin A. Of course the amount of vitamin A in a carrot depends upon its color and maturity. Fortunately a liberal supply of vitamin A can be stored in the body.

Much planting trouble for amateur Victory Gardeners may be avoided if carrots are planted only in deep, loose soil---free from clods, stones and trash. The seedlings are delicate and slow growing.

Carrots have excellent keeping qualities if stored at a temperature between 35 degrees and 45 degrees Fahrenheit. Very little food value is lost in storage.

Young carrot tops which are high in riboflavin may be chopped into salads or they may be dried, crushed and used as flavoring.

Carrot juice is sometimes used on the farm to color butter. Carrots, cooked soft, sweetened and flavored with orange or lemon, are popular as marmalade.

According to one news story, Arizona claims that her three to four thousand acres of carrots have three to ten times as much carotene as the average carrot under close scrutiny by science. Carotene, a yellow pigment occurring in association with chlorophyll in green plants is transformed by the body (probably the liver) into vitamin A, which insures sharp human vision at night.

Carrots have been used in Europe as a substantial part of the meal for many years. In the United States they have been popular additions to soups and salads, or served as appetizers.

With the discovery that carrots are a rich source of vitamin A, production has leaped and consumption increased. Over a 10 year

period (1933-1942) an average of about fifteen-million bushels a year were produced. In 1943 an average of about twenty-seven million bushels of carrots were grown.

Hollanders introduced carrots into England during the reign of Queen Elizabeth. Wild carrots planted in rich garden soil will develop fleshy roots and in a few generations become suitable for table use. The carrot is a biennial belonging to the parsley family.

Queen Anne's lace is the beautiful name of a very troublesome weed...commonly known as wild carrots. During the time of James I, English ladies adorned their head-dresses with the feathery leaves. And today they are popular fernery for flower bouquets.

-----DID YOU KEEP A GARDEN DIARY LAST YEAR?-----

Keeping books on a garden is a "must" for a beginner at this garden planting job if he hopes to improve or learn from experience. The "how much" questions about space to plant, fertilizer to use, seeds to buy and time to spend are primary in the game of gardening. These answers are easier after the first season, if all the information is written down.

How much space to devote to each product depends upon the average yield harvested from a certain space---how well the family likes it---whether some will be canned in addition to that used fresh---if it is customary to plant extra for friends or relatives---for school lunch or local sale.

The date of maturity must be considered if size of the family fluctuates or the activities of the family members vary. How many will be on hand to eat the food and to help can it when the vegetables are of the highest quality---for instance---when beans are $1/2$ to $3/4$ grown and beets are 1 to $1\ 1/2$ inches in diameter.

Most beginners tend to plant too much lettuce, radishes, cabbage, spinach and other quick-growing crops that mature at one time. The result is that some is wasted and then no more is available.

Definite Plan Pays Dividends:

A succession of varieties or of plantings will give a much longer period of harvest from the same total amount planted and more choice from which to select for canning, and more time to do it. Another common failure of many gardeners is that they do not have a definite plan for following each early maturity crop promptly with some other, so as to keep the ground constantly producing what they want during the growing season. The idea is to develop a plan that will produce the largest possible amounts of the particular things the gardener wants, at the time he wants them.

And another thing before you plan your garden for this year. Take a pencil and paper downstairs or wherever you keep your canned goods, and note what kinds and how many are left. With a variety of

fruits and vegetables on the shelves, it's natural that members of the family selected the particular kinds they liked best, leaving the second and third choices 'til another day. Consequently, unless you are an exceptionally good manager, or are like the little boy who saves the choice nut or cherry 'til last, your canned good remnants are not your most popular ones...so they can serve as one of your guides for planting.

-----THEY STILL EAT CAKE-----

One item still survives to give variety to Britain's stringent and austere wartime diet. It's cake...and it's unrationed.

Now cake is a luxury in the language of any Nation at war, and England is no exception to the rule...but they've managed so that each civilian can buy about a pound of cake every week. The sort of cake they buy in bake shops may be slab cake or sponge cake, buns or scones.

All Share Alike:

While it is not rationed to civilians, the government exercises considerable control in rationing ingredients to cake makers and fixing ceiling prices. Quantities of ingredients determine a fixed quality too. In this way some shops cannot stretch their ingredients to make a very large quantity of very poor cake...and other shops cannot squander the precious fats and sugar to make a small amount of rich and superior cake for choice customers.

British call their cake "austerity model cake"...and with good reason. There is, of course much less fat available, and about one-half the amount of sugar. Dried fruit supplies are about one-half those of pre-war days, and dates and figs replace the currants and raisins so dearly beloved by Englishmen. Other supplies have disappeared altogether. There are no cherries any more...neither is there any angelica.

Cakes Have No Icing:

Bakers and confectioners are not allowed to put any icing on cake, nor are there any cream or jelly swirls on top. Chocolate frosting is just a figment of the imagination these days in Britain, and all fillings except jam, are unknown quantities. Plain...very plain...cakes, buns, scones, a few rock cakes and jam tarts, and now and then some custard tarts made of dried eggs, replace the meringues, eclairs and rich currant cakes of pre-war days.

But it's still cake...and Britishers still eat it with great relish and appreciation.

x
x BEST BUYS IN FRESH FRUITS AND VEGETABLES x
x x
x Based on comparative abundance and relatively low x
x price, in most retail markets of the Southwest, x
x as reported by the WTA Office of Distribution. x
x x
x x

Carrots, Irish potatoes, cabbage and grapefruit continue to "nose out" other seasonal contenders for top position in "best buys" in fresh fruits and vegetables. Other popular favorites, offering meal-planners a variety in nutritious menus, include spinach, beets, oranges, string beans and expected soon in most markets are abundant supplies of new potatoes, onions, tomatoes, corn, English peas, and black-eye peas.

"Best buys" by states include:

- ARKANSAS Oranges, grapefruit, green onions, cabbage, spinach, black-eye peas, English peas, yellow dry onions, locally grown greens.
- COLORADO Apples, grapefruit, oranges, carrots, lettuce, onions, parsnips, Irish potatoes, spinach, turnips.
- KANSAS Citrus fruits, apples, onions, new potatoes, Irish potatoes, cabbage, tomatoes, rhubarb, carrots, beets, turnips, radishes.
- LOUISIANA. Greens, carrots, cabbage, beets, green onions, Irish potatoes, snap beans, citrus fruits, tomatoes.
- NEW MEXICO Oranges, grapefruit, apples, tomatoes, onions, carrots, Irish potatoes, cabbage, turnips, asparagus, spinach, lemons, beets.
- OKLAHOMA Corn, asparagus, carrots, cabbage, oranges, Irish potatoes, spinach, tomatoes.
- TEXAS. Northern Section: Beets, cabbage, spinach, tomatoes, bunched turnips, carrots.

Southeast Section: Irish potatoes, carrots, cabbage, beets, string beans, oranges, onions, grapefruit, black-eye peas, corn.

South Central Section: Carrots, beets, spinach, Irish potatoes, oranges.

Western Section: Cabbage, carrots, Irish potatoes.

"Best buys" in key markets:

ARKANSAS Pine Bluff: Oranges, grapefruit, green onions,
cabbage, black-eye peas.

Little Rock: Locally grown greens, spinach,
English peas, yellow dry onions,
oranges.

COLORADO Denver: Apples, grapefruit, oranges, Irish
potatoes, carrots, lettuce, onions,
parsnips, spinach, turnips.

KANSAS Hutchinson: Citrus fruits, apples, onions, new
potatoes.

Topeka: Cabbage, tomatoes, grapefruit,
oranges.

Kansas City: Oranges, grapefruit, cabbage, Irish
potatoes, rhubarb.

Wichita: Citrus fruits, rhubarb, carrots,
beets, turnips, radishes, green
onions, new potatoes.

LOUISIANA. Shreveport: Greens, carrots, cabbage, beets,
green onions, Irish potatoes.

Baton Rouge: Snap beans, mustard, carrots.

New Orleans: Irish potatoes, citrus fruits,
tomatoes.

NEW MEXICO...Gallup, Santa Fe Grapefruit, oranges, lemons, beets,
and Albuquerque: cabbage, carrots, dry onions.

OKLAHOMA Ardmore: Corn, asparagus, carrots.

Oklahoma City: Cabbage, oranges, Irish potatoes,
spinach, tomatoes.

TEXAS. Fort Worth: Cabbage, beets, carrots, spinach,
tomatoes, bunched turnips.

Beaumont: Irish potatoes, carrots, cabbage,
beets, string beans, oranges,
grapefruit.

Houston: Cabbage, onions, black-eye peas,
corn, Irish potatoes, oranges.

San Antonio: Carrots, beets, spinach, Irish
potatoes, oranges.

San Angelo: Cabbage, carrots, Irish potatoes.

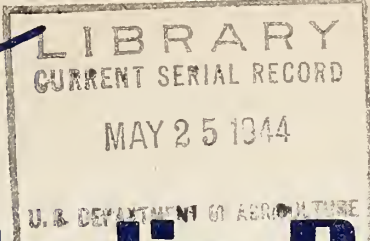
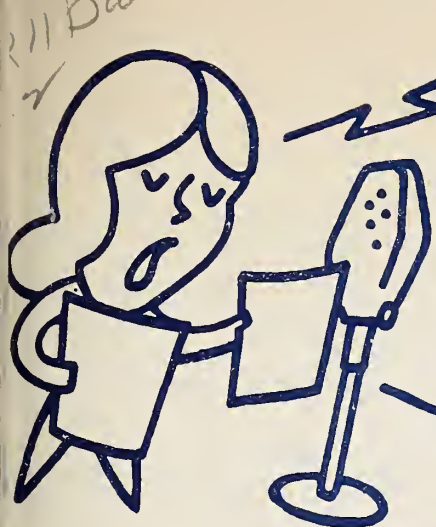
-----FOOD PRESERVATION IS IMPORTANT-----

This week we received several community food preservation recordings in the Regional office.

The speaker on the record is Mrs. Bertha Olsen, Chief, WFA's Community Food Preservation Section, and she high-lights in an informal manner some of the results being obtained in successful preservation centers already in operation.

We shall be glad to send the record to any of our Women's Radio Editors for use in creating interest in preservation projects. Address your inquiries to 425 Wilson Building, Dallas 1, Texas, and your request will be filled promptly.

The record may be played on a regular phonograph, making it especially adaptable for Home Economics groups, PTA's, and others who might sponsor a local food preservation center. It also can be used for radio broadcasts, if used as part of an existing program.



DALLAS, TEXAS
May 20, 1944
No. 21

Radio Round-up *on food...*

For Directors of
Women's Radio Programs

I N T H I S I S S U E

TOMORROW'S FOOD SUPPLY...War Food Administrator Jones says, "The question of next year's food situation is being answered now." It's still not too late to get started on a Victory garden.

WOMEN'S LAND ARMY...It's a job with war priority rating. Any healthy woman 18 or over is one of 800,000 needed to help bring in this year's crops.

ONIONS ARE BACK...But they've been scarce as hen's teeth in most markets. This is welcome news for those who appreciate the value of onions in seasoning.

MATS WITH A MESSAGE...These decorative little dollies for use in restaurants and hotels help make food conservation a cheerful wartime vocation...They'll help spread the patriotic motto: ORDER ONLY WHAT YOU CAN EAT - EAT ALL THAT YOU ORDER.

DR. STIEBELING ASSUMES NEW DUTIES...She'll be Chief, Bureau of Human Nutrition and Home Economics, succeeding Dr. Henry C. Sherman who resumes his duties June 30 as Professor of Chemistry, Columbia University.

CHANGES IN CANNING SUGAR...Two periods have been set in which home-makers may apply for their 1944 canning allotments.

BEST BUYS...Onions have joined the select group of "best buys" but carrots, cabbage, Irish potatoes and beets still stand high in popularity.

WAR FOOD ADMINISTRATION
Office of Distribution

-----TOMORROW'S FOOD SUPPLY-----

"It is not time to look complacently at the present, and permit our current supplies of food to shut off our view of the future... It is a time to resolve and plan and, yes, to work and sweat, so that our past achievements will not have been in vain. Let me point out now that we could lose our present food supply advantage as quickly and as certainly as any other worthwhile thing may be lost."

This is a warning given a few days ago by war food administrator Marvin Jones, in his talk at a Farm For Victory meeting.

Judge Jones went on to say that "our present supplies of food, adequate for the time being, are a beachhead we have gained that is vital to our ultimate success. We have these supplies because of an amazing record of production accompanied by carefully handled distribution, in which rationing and allocations played an important part."

He asked us to remember that "a food supply, however great, is temporary and must be constantly replenished. Food commences to disappear the moment it is produced. Our continuing supply of food depends not only on the farmer and his family continuing to work longer hours, but on the continued support of the older people, the townspeople, the young folks and the women who rose to the occasion last year. Last year twenty million Victory Gardens produced eight-million tons of food. They helped to make possible the low-point values recently placed on canned vegetables."

The War Food Administrator emphasized that "this year it is vitally important that we have even more Victory Gardens. The question of next year's food situation is being answered now."

He pointed out that adjustments between various foods will continue to be necessary. "It is difficult to maintain exactly balanced supplies of various foods in view of changing needs, uncertain weather and varying yields. Price controls, support prices and price ceilings help maintain the most efficient balances between commodities, but it takes hard work to produce food. There is no other way."

-----GET GOING ON GARDENS-----

If any of your listeners have put off planting their Victory Gardens this year because they doubted the real need for one, the few quotes we've just given from the War Food Administrator's talk, "Food For Tomorrow", should help dispel those doubts.

Besides contributing to the over-all food supply every pound of food produced at home...for use fresh or stored for winter...means just so much relief to overburdened and under-equipped rail and truck lines. Every family, everywhere, should make an earnest effort to be as nearly self-sufficient as possible.

It's not too late to get started

The rainy spring delayed garden planting in many sections, too, but no one need be discouraged because it isn't too late to get started. June is a splendid month for planting tomatoes, peppers, eggplant, snap beans, lima beans, summer greens and salad crops, and root crops, and in the larger plots, sweet corn, squash, cucumbers, pole beans, and vegetable soybeans.

City and town Victory Gardens, wherever possible, should be made large enough to supply the family's needs for fresh vegetables in summer and fall, with some to spare for canning and storing. But according to a consumer test conducted by the Homemakers' Guild of America, one-third of the 1943 Victory Gardens provided barely enough produce to meet the daily needs of the family during the growing season.

Economy, judging from the results of the Guild test, was the reason for more than half of the gardens planted last year. Convenience in having fresh vegetables handy was another reason frequently mentioned. Incidentally, this survey brought out that only 20 per cent of those interviewed planted Victory Gardens for patriotic reasons.

Write for the garden booklet

The booklet, "Growing Vegetables in Town and City" will help you with your promotional material on Victory Gardens. We first offered this booklet in the March 11 issue of Round-Up. If you did not write for the booklet at that time, it would be a good idea to write for it today. Just drop a note to us at 425 Wilson Building, Dallas 1, Texas and ask for Miscellaneous Publication No. 538.

However, do not have your listeners write to our regional office for these booklets. This regional distribution was arranged to speed up the delivery of these booklets to broadcasters and requests from the general public cannot be handled by this office.

If you want to offer these booklets over the air, be sure to instruct your listeners to write to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Tell them to ask for "Growing Vegetables in Town and City", Miscellaneous Publication No. 538. Further and more localized information may be obtained by writing to your State Agricultural College.

-----WOMEN'S LAND ARMY 1944-----

We're counting on our Women's Land Army to help assure "Tomorrow's Food Supply." 800,000 women over 18 are needed to bring in our wartime crops. The Women's Land Army is offering regular farm pay for healthful work in the open at jobs with war priority rating. Women's Land Army jobs rank with those of women in the armed services and essential war industries.

The amount of food needed for this coming year is larger than ever before. Military and Lend-Lease requirements are such that War Food Administration set-aside orders call for 50 percent of all the butter produced in June---60 percent of all the cheese---50 percent of the evaporated milk---90 percent of the dry whole milk---and from 50 to 75 percent of the dry skim milk.

Armed service and Lend-Lease needs also will require from the fruits and vegetables commercially canned this fall and winter, 14-million more cases of fruits and fruit juices than the 22-million required last year, and 35-million more cases of canned vegetables than the 57-million cases last year.

After a glance at these figures it's easy to see that we'll need to produce more food than we did last year.

Women asked to Pitch in and Help

So the call is out for the women of the Nation...women of all ages and from all walks of life...to pitch in and help. Last year, about 600,000 women worked on farms, in addition to the farm women themselves. They were housewives, business and professional women, industrial workers, and college girls and teachers. Some of them worked evenings or week-ends, and some for three months at a stretch or longer.

Most of the workers spent their one, two, or three-weeks' vacation time helping the farmers plant, cultivate, and harvest their crops. This year with farm crop goals larger and the number of available men workers smaller, the country will need 800,000 women, each giving as much of her free time as she possibly can.

Farm Jobs are War Jobs

Every woman who wants to do a war job for the Nation while at the same time doing a first rate personal health job on herself---and getting cash in hand for doing it, too---should look up the Women's Land Army Representative in her locality and hear in detail all the pros and cons of this summer's farm work for women.

The local Women's Land Army Representative is usually the County Extension Agent or someone in the local Government Employment Office ...and both these offices, as a rule, are located in the county courthouse or Federal building. If she can't find this local office, she can write to the Women's Land Army Supervisor at her State Agricultural College, or to the Women's Land Army, U. S. Department of Agriculture, Washington 25, D. C.

Farm work isn't all rosy of course...what war work or armed service is? And not every woman is qualified for it. But if a woman is 18 or over, has good health and can arrange time from her regular work in or outside her home, she's eligible...and she's one of the 800,000 women needed in the 1944 Women's Land Army to help bring through our Nation's crop.

-----ONIONS ARE BACK-----

Not long ago onions were as scarce as hen's teeth in most markets. However, homemakers can dry their tears now because onions are back again. In fact, onions are one of the plentiful commodities in most all fresh vegetable markets.

The reason for the current supply is the heavy production. The Texas acreage of onions was increased from last year's 28,000 acres to 70,600 acres this year. The total available supplies from the Texas area and the late spring crops are about 50 percent above last year.

Buy More and Eat More

Homemakers should be urged to use a lot of onions during the next few weeks because they cannot be stored for long periods of time and are not suitable for dehydration. Therefore, it is imperative they be used as quickly as possible. Onions are reasonably priced in practically all parts of the country.

During the last of May and the first part of June the principal variety of onions on the markets will be the yellow Bermuda. Following a close second in importance are the crystal white wax. Onions of small sizes are classed commercially as boilers.

Onions are Meal "Pepper Uppers"

The chief virtue of onions is their flavor. All good cooks appreciate the values of onions in seasoning. In addition to being one of the best known seasonings, onions are able to stand on their own in many ways. Onions are the whole show when they're stewed, scalloped, creamed, stuffed, or buttered. They may well be the summer tonic American homemakers have been seeking for a meal "pepper upper".

-----MATS WITH A MESSAGE-----

Artists of War Food Administration have just completed a new set of designs for restaurant and hotel doilies, which make food conservation a cheerful wartime vocation. The designs are now on their way to a Philadelphia mat company and soon will join the group of doilies now on active duty throughout the country.

Thin Jack Sprat and his fat wife, who "between them licked the platter clean", lead the parade of non-wasters of food, followed by the fashionable lady who nibbles her lamb bones, and completed by the gallant restaurant diner with sense enough to deny himself a salad from which he knows he would take only the lettuce fringe.

The doilies when placed neatly on hotel dining room and restaurant tables will make patrons stop and think before ordering. These decorative little mats will help spread that patriotic motto: "Order Only What You Can Eat; Eat All That You Order."

Designs Give Good Service

During the fall of 1943 when we had a bumper crop of potatoes, special doilies and table mats were designed by the War Food Administration carrying the cheerful news that people didn't get fat just from eating potatoes. These designs are still giving good service in those areas where potatoes are abundant and will be doubly useful when the large acreage of early Southern potatoes is harvested.

Another set of mats already in circulation shows the sad face of one who doesn't care what he eats and the contrasting happy face of the fellow who does care. The Basic Seven wheel is nicely reproduced at the corner as an easy guide to good eating.

-----DR. STIEBELING ASSUMES NEW DUTIES-----

Secretary of Agriculture Wickard has appointed Dr. Hazel K. Stiebeling to succeed Dr. Henry C. Sherman as Chief of the Bureau of Human Nutrition and Home Economics. The appointment will take effect June 30, when Dr. Sherman will return to Columbia University to resume his duties as Professor of Chemistry.

Since March, 1943 Dr. Sherman's wide experience and broad knowledge have been of great value in directing the research work of the Bureau, especially in connection with wartime nutritional problems.

Her Food Techniques are Used Internationally

Dr. Stiebeling came to the Bureau of Home Economics in 1930. For many years she headed the work in Food Economics. The techniques she has helped to develop for making food consumption surveys, studying food habits, appraising the adequacy of the diets of groups of people, and setting up practical nutritional goals in terms of every day foods, are being widely used not only in the United States but abroad.

One outcome of the work of the Bureau in this field is the method of using food groups (the Basic Seven you have heard about so often) to help consumers choose good combinations of food every day. Another is the plans for diets at different levels of costs, used by many families as a guide to food purchases.

The work also has proved valuable in helping to guide production to meet wartime nutritional needs and in appraising the nutritive value of the United States food supply during the war and under rationing.

-----CHANGES IN CANNING SUGAR-----

OPA has modified its sugar-for-home canning program by setting two periods in which homemakers may apply for their 1944 canning allotments. The periods in the different parts of the country will vary with the crop harvest dates.

In the first period the homemaker will be allowed up to 10 pounds of sugar in addition to the 5 pounds available by the use of sugar stamp 40. In the second period, those consumers needing more, may obtain additional sugar. However, the total, including the amount granted in the first period and the amount obtained by sugar stamp 40, cannot exceed 25 pounds per person.

The method of application remains the same. (See March 25 issue of Round-Up for procedure).

-----DELAYED RETURN ENGAGEMENT-----

Pickled, spiced and brandied fruits will return on the July processed foods ration list, instead of the June list, as was first announced. These items were removed from rationing last December in order to enable the trade to dispose of stocks on hand when rationing started.

X
X
X BEST BUYS IN FRESH FRUITS AND VEGETABLES X
X
X Based on comparative abundance and relatively low X
X price, in most retail markets of the Southwest, as X
X reported by the WFA Office of Distribution. X
X
X X

Onions have joined the ranks of "best buys" in fresh fruits and vegetables although carrots, cabbage, Irish potatoes and beets continue in abundant supply and stand high in popularity with meal-planners looking for variety in menus. Oranges and grapefruit also continue in ample supply and many markets now are reporting other seasonal favorites such as string beans, corn and English peas.

"Best Buys" by states include:

- ARKANSAS . . . Oranges, grapefruit, lima beans, string beans, Irish potatoes, locally grown greens, cabbage, carrots.
- COLORADO . . . Asparagus, beets, cabbage, carrots, lettuce, onions, grapefruit, Irish potatoes, rhubarb, spinach.
- KANSAS . . . Onions, cabbage, citrus fruits, Irish potatoes, rhubarb, strawberries, carrots.
- LOUISIANA. . . Carrots, beets, greens, Irish potatoes, oranges, snap beans, tomatoes.
- NEW MEXICO . . Grapefruit, oranges, carrots, cabbage, spinach, green onions, lemons, lettuce, radishes, mustard, asparagus, Irish potatoes.

OKLAHOMA . . . Spinach, asparagus, carrots, onions, tomatoes, corn, Irish potatoes, English peas.

TEXAS. Northern Section: Beets, carrots, cabbage, onions, black-eye peas, spinach, tomatoes.
Southeast Section: Oranges, grapefruit, lemons, onions, Irish potatoes, cabbage, beets, carrots, turnips.
South Central Section: Carrots, beets, squash, tomatoes, Irish potatoes.
Western Section: Irish potatoes, cabbage, onions.

"Best Buys" in key markets:

ARKANSAS.....Pine Bluff: Oranges, grapefruit, lima beans, string beans, Irish potatoes.
Little Rock: Locally grown greens, cabbage, carrots, oranges.

COLORADO.....Denver: Asparagus, beets, cabbage, carrots, onions, lettuce, grapefruit, Irish potatoes, rhubarb, spinach.

KANSAS.....Hutchinson: Onions, cabbage, citrus fruits, new potatoes.
Wichita: Cabbage, onions, Irish potatoes, citrus fruits.
Kansas City: Rhubarb, Irish potatoes, cabbage, oranges, grapefruit.
Topeka: Grapefruit, strawberries, carrots, new potatoes, spring cabbage.

LOUISIANA.....Shreveport: Carrots, beets, greens, oranges, Irish potatoes.
Baton Rouge: Irish potatoes, snap beans, oranges.
New Orleans: Irish potatoes, tomatoes.

NEW MEXICO.....Albuquerque: Grapefruit, oranges, carrots, cabbage, spinach, green onions.
Gallup and Grapefruit, oranges, lemons, cabbage,
Santa Fe: carrots, spinach, green onions, lettuce.
Las Cruces: Oranges, grapefruit, green onions, radishes, mustard, cabbage, Irish potatoes.
Carlsbad, Oranges, grapefruit, carrots, lettuce,
Artesia & cabbage, spinach, Irish potatoes,
Roswell: asparagus.

OKLAHOMA.....Oklahoma City: Spinach, asparagus, carrots, onions, tomatoes, Irish potatoes.
Ardmore: Corn, English peas, asparagus.

TEXAS.....Fort Worth: Beets, carrots, cabbage, onions, black-eye peas, spinach, tomatoes.

Houston: Oranges, grapefruit, lemons, onions,
Irish potatoes.

Beaumont: Irish potatoes, cabbage, beets, carrots,
turnips, oranges, grapefruit.

San Antonio: Carrots, beets, squash, tomatoes,
Irish potatoes.

San Angelo: Irish potatoes, cabbage, onions.



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JUN - 7 1944

U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

FORECAST OF CANNING EQUIPMENT...This year we can expect 400,000 new steam pressure canners...and about 500,000 enameled water bath canners.

MILK TAKES A BOW...It's getting so many curtain calls, other popular stand-ins would suffer neglect if it weren't for the swell management of quotas among distributors.

SPINACH SQUIBS...Rumor has it spinach was mentioned in the cook book used by the court of Richard the Lionhearted. Ancient writings indicate it came from Persia.

DID YOU EVER EAT THISTLE SOUP AND FLOWER SALAD?...Neither had the people of Greece until the Nazis came in and got a stranglehold.

THE TIDE TURNS...Not only are more people eating fish but they're eating more different kinds.

CONSERVE AND PRESERVE..."Make hay while the sun shines" is most apropos for this summer season.

BEST BUYS...Dust off a few recipes calling for onions...The "plenty" sign is still on eggs.

WAR FOOD ADMINISTRATION
Office of Distribution

-----CANNING EQUIPMENT FORECAST-----

Victory Gardens and home canning should break all records this season and equipment will be ready to meet the demands.

The Bureau of Human Nutrition and Home Economics recommends the steam pressure for the home canning of meat, poultry, and fish, also all the common vegetables, except tomatoes. In order for homemakers to have enough of these pressure canners, manufacturers expect to make 400,000 steam pressure canners available during the canning season.

The boiling water bath method is accepted for the home canning of tomatoes, tomato juice, rhubarb, fruits and fruit juices. For that reason the War Food Administration has requested for this season, the manufacture of about 500,000 enameled water bath canners, all of which will be deep enough so that quart jars can be covered with one or two inches of water. These too, will be sold in ordinary trade.

Porcelain-lined Zinc Lid Stages Come-back

Home canners will be glad to know that the familiar porcelain-lined zinc lid that fits standard Mason-size jars will be manufactured again. Manufacturers of the commercial "63" jars promise well-distributed supplies of metal sealing disks to fit jars with this smaller-sized mouth.

When these jars suitable for re-use in home canning are saved, it is necessary to save the metal screw caps that originally came with the jars or caps of the right size from other jars. The jar cap must be screwed down over a new, flat metal disk to complete the seal.

Rubber jar rings for 1944 will be made of reclaimed rubber and synthetics. No crude rubber will go into jar rings this year.

To can food at home in tin, calls for a sealing machine. Families owning such sealers will, in all likelihood, be able to buy plenty of tin cans, because no limit is set on the manufacture of tin cans for home canning.

-----MILK TAKES A BOW-----

Milk...that perfect food...is taking so many curtain calls as a popular beverage that stand-ins such as butter, cheddar cheese, evaporated milk and skim milk powder would suffer neglect if it weren't for the management of milk quotas among distributors.

Just recently, the War Food Administration partially relaxed the milk and ice cream quotas. According to Tom Stitts, Chief of WFA's Dairy and Poultry Branch, there were three main reasons for this new move: "First, the war programs for dairy products have succeeded or are beginning to succeed in accomplishing their objective.

Second, in most areas there will be an unusually large production and sale of milk by farmers during the spring and summer months this year. Third, the physical ability of the Dairy Industry to receive, handle, and process milk this year is very appreciably affected by war conditions."

As May and June are the peak months of milk production, this seemed to be the logical time to partially relax the restrictions.

It was impossible to do away entirely with the restrictions because it's still necessary to produce certain quantities of the milk products for vital war uses. If all the controls were removed, the production of certain products would drop below the quotas necessary for wartime uses.

-----EGGS ARE HELD OVER FOR SEVERAL WEEKS-----

The "plenty" sign that was put on eggs is still there, so home-makers can continue using large quantities of them.

The 1944 egg production is the heaviest on record and has reached its peak for the season. With freezer and cooler space already filled nearly to capacity, it's apparent that most of these eggs cannot be stored. To remedy this situation, it is recommended that consumer demand continue to be stimulated for the next few weeks.

-----SPINACH SQUIBS-----

(Note to broadcasters: As supplies of spinach are spotty, check your local supply before using this copy.)

Spinach rates high on the list of abundant vegetables this spring. Thriving on sunshine and a mild climate, spinach grows earliest in Florida which sends most of its crop to the canneries. As the thermometer rises in other vegetable growing states, the production line moves North across the country...Virginia, Maryland, Missouri, Indiana, California, Ohio, Pennsylvania, New York, Wisconsin, Washington and Oregon.

Fresh spinach from Texas takes from 6 to 10 days to reach consumers in New York City, travelling in refrigerated cars, usually in lidded bushel baskets--16-18 pounds to the bushel.

It's an Ancient Vegetable

Spinach is one of the oldest known cultivated vegetables. Ancient writings indicate it originated in Persia. When it reached China, they gave it the Chinese word for "Herb of Persia", and mentioned it in some of their writings as far back as the seventeenth century. Although the exact date that spinach reached England is not agreed upon, this vegetable is supposed to have been mentioned in a cook-book used by the court of Richard The Lionhearted.

It's Easy to Cook, too

Droopy spinach revives readily if washed, wrapped loosely in a damp towel and set in a cold place. The freshest of spinach will fail to please if it's not washed free of sand. Washing it under gently running water and lifting it out of several waters is a satisfactory method.

Spinach may be cooked with only the water that clings to its leaves after washing. In a tightly covered pan on a low to medium fire, the salted spinach will reach its most appetizing state in 5 to 10 minutes of cooking. Bacon drippings or butter are simple, delicious seasonings.

-----THISTLE SOUP FOR DINNER-----

Thistle soup and flower salad may not be an appetizing meal, but it can help to sustain life.

Miss Annie E. Pinneo, formerly a teacher in an American school in Athens, remained in Greece for over a year after the German forces moved in, and she ate just such a meal more than once.

'Looking like a swarm of black beetles' is the way Miss Pinneo described the Germans as they picked the shops clean of food and other commodities within a few days. Nothing remained on the shelves of grocery stores but boxes of pepper.

Germans Print Money

One of the first things the Germans did upon entering the city, was to set up a printing press. They printed hundreds of thousands of paper reichsmarks. The people were forced to use these marks for all business transactions. To get the reichsmarks the Greek people had to work for the Germans. In this way, the Germans eliminated a large percentage of open resistance, since heads of families had a choice of seeing their children starve to death or of performing some service for the Germans for which they would be paid in marks, and with which they could try to buy food.

With this procedure the Germans immediately established a stranglehold on the entire economic life of the country. Not a piece of bread, not an orange could be bought unless the reichsmarks were used as legal tender.

Prices were prohibitive when food was available. A cauliflower was \$2.60, an orange \$1.20. After a time all green vegetables disappeared and thistles and nettles were sold, instead.

Starvation Ran Rampant

By the fall of 1941, starvation was widespread. Miss Pinneo says that one could not walk through Athens without seeing people dying in the street. She carried in her pockets little bunches of currants

These had been found to be energy-giving for the most emaciated children she met. More than once she saw people collapse and fall to the pavement from hunger.

The German seizure of food was ruthless and complete. Miss Pinneo tells an incident of a Fisherman who came up to the shore with a small catch of fish. Waiting for him were German soldiers. The Fisherman protested at giving up the fish--the people of the village were starving. He was shot on the spot for the mere protest. The man died on the shore and the Nazis went away with his catch of fish.

Food Arrives for Hungry

As the terrible winter of 1942 drew to a close, Miss Pinneo heard that a soup kitchen had been opened in a crowded part of Athens. A Turkish ship, THE KURTULUS, had brought tinned fish, raisins, and figs, paid for with funds sent by the Greek War Relief Association. Five shiploads came from Turkey before THE KURTULUS ran aground. The food was distributed in soup kitchens in a most meticulous manner by Swiss and Swedish Red Cross Workers. Miss Pinneo relates that a baby's thumb, for instance, was marked with red ink, so he could not be brought back in the line to get more than his ration.

At the present time, the United States and Canada are making monthly shipments of the following foodstuffs to Greece: Wheat, fish products, milk, soup powder, high protein spaghetti, and rice. As this isn't nearly enough to provide them with satisfactory diets, consideration is being given now to increase these quantities.

-----PLENTIFUL FOODS-----

The foods which will be available in plentiful supply over most of the country this week are: Onions, eggs, white potatoes, spinach, carrots, oranges, peanut butter, and citrus marmalade.

In addition to these foods are canned spinach, canned green beans, canned peas, and frozen vegetables, including frozen baked beans (in those areas having facilities to handle frozen foods.)

Also in plentiful supply are cereal and cereal products, such as bread, wheat and soya flour, noodles, macaroni, spaghetti, oatmeal, rye breakfast foods, soya grits and flakes.

-----THE TIDE TURNS FOR FISH-----

More people are eating some fish, according to a pleased fish industry. In the past the average New Yorker, as an example, normally consumed 32 pounds as against only six for the resident of Louisville, Kentucky.

Chicago, greatest inland wholesale fish market, handled 48,000,000 pounds in 1939. Last year 84,000,000 pounds were received there.

Not only are more people eating fish, but they are eating more different kinds.

Homemakers, failing to get traditionally popular varieties of fish at the market, are proving they have an adventurous spirit by buying the lesser known kinds, such as: shark steak; carp, buffalo fish, bowfin and mullet. However, less fish of all kinds is available now, and average consumption has dropped to 8.9 pounds per capita.

Civilians in this country have never eaten as much fish as people in many other countries. Before the war the average U. S. citizen ate 13.3 pounds of fish a year; the Swede ate 52 pounds, the Englishman 35, and the Canadian 29. The average Japanese got 55 pounds a year.

Fish Reserved for War Purposes

A considerable portion of the production has been reserved for use by the Armed Forces and for Lend-Lease requirements. More than half the canned salmon and about the same percentage of sardine, for instance, have gone for such purposes.

All kinds of fish, familiar and less familiar, will be more plentiful for civilian use this next year although it will still be below normal, due to manpower shortage. Hundreds of fishing vessels have been requisitioned for war service so that production dropped sharply when the war started...from five billion pounds in 1941 to less than three and three-quarter billion pounds in 1942. Production climbed in 1943 to four billion pounds.

-----PASSING THE PEANUTS-----

Our elephant and monkey friends at the zoo and circus would tighten their belts another notch if they knew that Uncle Sam set aside about half the reserve of Spanish and Virginia shell peanuts at southern shelling plants for shipment to our Armed Forces overseas in the form of salted peanuts.

Men in the Armed Forces overseas have been clamoring for more salted peanuts, but they couldn't be sent because of the shortage of tin. Glass containers weren't satisfactory on account of breakage, and in paper cartons peanuts failed to keep fresh on long trips. In view of the concentrated nutritive value of peanuts (as well as their appetizing quality) War Production Board set aside tin in which to pack peanuts for men and women in foreign service.

Peanut Butter is Plentiful

Consequently, until the next crop is harvested civilians will not be able to get as many salted peanuts. But cheer up, peanut butter will be plentiful on the grocer's shelves as most wholesale houses are well stocked.

Peanuts supply a "pick-up" which active men and women frequently need. In nutritive value they really "pack a punch". They rank high in protein, fat, carbohydrates, iron, phosphorus, calcium, and vitamins, thiamin and riboflavin. One ounce of peanuts contains approximately 155 calories.

If that last bit of peanut butter in the bottom of the jar is dry, add a little melted butter or margarine or cooking oil, mix it well, and don't waste a bite, for peanuts have gone to war.

-----CONSERVE AND PRESERVE-----

To be sure of having enough food for the full year, we are certain to have some over-abundance, seasonal or local, of various commodities, according to the Director of Distribution Lee Marshall's interpretation of the national market basket.

Take, for instance, the potato shortage a year ago this spring--a 12-million bushel shortage on the basis of normal consumption, which is about 3 percent of the total production. In other words, 3 percent more would have been enough--and another 3 or 4 percent more than that would have been more than enough.

"The price of enough may be surplus", he said, "I don't mean to imply by this that we can sit around and let food be wasted."

Make Hay While the Sun Shines

Unlike the little boy who, when offered a dime for running an errand, replies, "I has a dime", the American people are sufficiently provident to know that the time to put by for the future is during the days of plenty. "To make hay while the sun shines" is most apropos for this summer season.

On the Food Fights For Freedom calendar, June is the month designated for emphasis on food conservation. In the midst of apparent abundance there are some few persons who subscribe to the code -- "Eat, drink and be merry for tomorrow who cares," but fortunately there are many more who observe the actual need for conserving for the future.

With a temporary lessening of the overseas demand for food, due doubtless to shipping commitments in connection with invasion plans...a consequent overcrowding of storage facilities...a larger-than-normal production of some foods...and a very heavy marketing of livestock because of the feed shortage...there is a temporary abundance of general good supplies.

Harvesting and Preserving Means Food on The Shelf

To judge future supplies by those available today would be a short sighted brand of optimism. To foretell accurately the quantity of food that will be marketed for civilians next winter one must know the outcome of the European war as well as war events in the Pacific.

To visualize the food that will be available a year from now one must be in the weather man's confidence. Who claims that privilege?

The wise American homemaker enjoys today's plenty while doing all she can to provide for tomorrow's needs by preserving surplus garden truck, fruits and meat, and by buying foods in plentiful supply in preference to selecting foods that are scarce. In addition, she helps harvest when the local S.O.S. comes through...distributes her garden surplus that might otherwise go to waste, to friends or families who can use it...and assists in any way possible to save food from being wasted.

Putting a little by for the rainy day indicates intelligent foresight and it takes no clairvoyance to be sure that the demands upon our food supply will be increasingly heavy as the fighting continues. And in the months to follow the making of peace, as the world re-converts to normal living. The certainty of food on the shelves is best assured by harvesting and preserving today every available pound of food.

x x		
x	x	
x	BEST BUYS IN FRESH FRUITS AND VEGETABLES	x
x		x
x	Based on comparative abundance and relatively low	x
x	price, in most retail markets of the Southwest, as	x
x	reported by the WFA Office of Distribution.	x
x		x
x x		

The big five in "best buys" in fresh fruits and vegetables are cabbage, carrots, Irish potatoes, onions and citrus fruits. Other seasonal favorites contending for meal-planners' attention include tomatoes, asparagus, spinach and beets.

"Best Buys" by states include:

- ARKANSAS Greens, carrots, beets, cabbage, oranges, squash, lima beans, black-eye peas.
- COLORADO Asparagus, cabbage, carrots, lettuce, onions, Irish potatoes, spinach, tomatoes, oranges, grapefruit.
- KANSAS Onions, citrus fruits, Irish potatoes, cabbage, carrots, tomatoes, strawberries, rhubarb.
- LOUISIANA. . . . Carrots, beets; radishes, string beans, tomatoes, Irish potatoes, spinach, oranges.
- NEW MEXICO . . . Grapefruit, oranges, rhubarb, spinach, carrots, cabbage, Irish potatoes, celery, pineapple, onions, asparagus, radishes, lettuce, tomatoes.
- OKLAHOMA Onions, tomatoes, Irish potatoes, spinach, beets, turnips, radishes.

TEXAS. Northern Section: Beets, cabbage, carrots, onions, black-eye peas, tomatoes.
Southeast Section: Pineapple, bananas, carrots, citrus fruits, Irish potatoes, beets, cabbage, green beans, onions.
South Central Section: Irish potatoes, onions, carrots, cabbage, oranges.
Western Section: Irish potatoes, cabbage, carrots, onions.

"Best Buys" in key markets:

ARKANSAS.....Pine Bluff: Squash, lima beans, cabbage, oranges, black-eye peas.
Little Rock: Greens, carrots, beets, cabbage, oranges.

COLORADO.....Denver: Asparagus, cabbage, carrots, lettuce, Irish potatoes, spinach, tomatoes, oranges, grapefruit.

KANSAS.....Wichita: Onions, citrus fruits, Irish potatoes.
Hutchinson: Onions, citrus fruits, Irish potatoes,
Topcka: Cabbage, carrots, tomatoes, oranges, strawberries.
Kansas City: Irish potatoes, rhubarb, carrots, oranges, grapefruit.

LOUISIANA.....Shreveport: Carrots, beets, radishes, string beans, Irish potatoes.
New Orleans: Irish potatoes, tomatoes.
Baton Rouge: Irish potatoes, carrots, spinach, oranges.

NEW MEXICO.....Albuquerque: Gr pefruit, oranges, rhubarb,
Gallup and spinach, carrots, cabbage, celery,
Santa Fe: Irish potatoes.
Las Cruces: Oranges, grapefruit, pineapple, onions, asparagus, carrots, radishes, cabbage.
Carlsbad: Cabbage, lettuce, onions, radishes, celery, carrots, Irish potatoes, oranges, grapefruit.
Roswell: Lettuce, tomatoes, cabbage, asparagus.

OKLAHOMA.....Oklahoma City: Onions, tomatoes, Irish potatoes, spinach, radishes, turnips.
Armore: Irish potatoes, beets, spinach.

TEXAS.....Fort Worth: Beets, cabbage, carrots, onions, black-eye peas, tomatoes.
Houston: Pineapple, bananas, citrus fruits, onions, Irish potatoes.
Beaumont: Irish potatoes, beets, carrots, cabbage, green beans, citrus fruits.
San Antonio: Irish potatoes, onions, carrots, cabbage, oranges.
San Angelo: Irish potatoes, cabbage, carrots, onions.

-----LET'S LET THIS STATEMENT BE OUR GUIDE-----

The report on the nation's food situation by the Office of War Information, working in cooperation with the War Food Administration and the Office of Price Administration, which was issued a few days ago points out that we will probably have rationing of one type of food or another off and on until the war is won.

One major factor which might cause the War Food Administration to request a restoration of point values on currently point-free meats is the possibility that the available supply may not be distributed evenly.

Housewives must do a bigger job of canning fruits and vegetables this year. The present supplies in most homes will have disappeared by late summer. The present point-holiday on canned vegetables is only temporary. Supplies of canned fruits and juices will continue low.

The need continues for civilian alertness to the use of abundant foods, such as eggs which continue at an all-time high production rate.

Special care, too, must be taken to encourage home production of such vitamin C-rich foods as tomatoes, and to emphasize those foods which are good sources of riboflavin and niacin, such as milk, meat, and enriched cereals.

Regardless of the reduction in point values of many foods, the problem of securing farm labor and food processing labor remains critical.

In summary we are urged to use abundant foods, preserve surpluses, and, if possible, help harvest the crops.



Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

IT'S ANNIVERSARY TIME...And congratulations are in order...
ROUND-UP is two years old.

LET'S SEE ABOUT VITAMIN C...Tomatoes are an efficient and economical source...They're one of the Basic Seven, too.

CAREFUL CANNING IS THE BEST WAY...Preserve all the surplus products possible...but the warning is out against two methods.

IT'S A CANNING JAMBOREE...And was an emergency program when war was in their backyard. Today it's different...Even a policeman takes the canning center to heart.

ICE CREAM IS GOOD NEWS AGAIN...More and better ice cream...
That's the forecast.

CHINA PLANS FOR FULLER PLATES...They have great plans for the future...but now there's a scarcity of proteins, vitamins and minerals.

WHAT'S PLENTIFUL?...There's a wide variety...but dust off your onion recipes...Onions are high on the "best buy" list.

WAR FOOD ADMINISTRATION
Office of Distribution

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AUG 24 1944

U. S. DEPARTMENT OF AGRICULTURE

-----ROUND-UP CELEBRATES ANNIVERSARY-----

Just two years ago, on June 5, 1942, the first issue of RADIO ROUND-UP went in the mail. It was the result of requests from many Directors of Women's Programs for current, factual information on the ever-changing food situation.

The letter to broadcasters that went along with that first issue explained that RADIO ROUND-UP on food "is written especially for you." When the first issue of ROUND-UP reached the desks of broadcasters we had been at war six months. ROUND-UP was created to help the Directors of Women's Programs interpret this changing food picture to homemakers.

Each week your reporter rounds up the news on food supplies, war food orders, nutrition, food preservation, school lunch and industrial feeding programs. In fact, any angle about food that will be of interest to you and your listeners has a place in ROUND-UP.

About 80 percent of each ROUND-UP is written in Washington. The copy is rushed to the five Regional Offices of War Food Administration's Office of Distribution. After adding news of local interest the Regional Offices mimeograph ROUND-UP for exclusive Monday distribution to 575 radio stations. On Wednesdays, copy is mailed to about 900 others who have requested the service...Home Economists and people in key information positions.

Lack of exercise is not one of the ROUND-UP reporter's worries. The South Agriculture Building is the third largest office building in the world, housing 4300 office rooms on only six floors. Even with the vertical lift of 40 elevators a busy reporter can do a lot of walking along the seven miles of corridors. A tunnel and two bridges span wide Independence Avenue to connect the South Building with the original Agriculture Building, now called the Administration Building.

They're Our Leg Women

It is not unusual to walk a mile on a ROUND-UP story. For example, to get a story on peanuts for a recent issue, the reporter walked three blocks for the interview with the expert in the Special Commodities Branch...three blocks on the return trip to write her story...and six more blocks for a second trip to have the story checked and to return to her office.

Accuracy is top rule for ROUND-UP. Experts in individual fields, whether it's peanuts or vitamins, read every line of copy before it's sent to you. So your ROUND-UP reporter is actually your Washington leg-woman.

Having walked or run down the story your reporter is careful to write the facts in a background style that is easily adapted to your own script style. By using background style instead of script, the same material can be used by several foodcasters in the same city. Your suggestions for a more helpful ROUND-UP on food news are always welcome.

-----LET'S S E E ABOUT O U R VITAMIN C-----

Because of increased war requirements, the portion of the commercial pack of canned whole tomatoes and tomato juice available to civilians from the 1944 crop will be reduced drastically. It is only five-eighths of the allocation to civilians from the previous crop year.

Since tomatoes are a good source of vitamin C, this may mean a serious deficiency in the average civilian diet next crop year, particularly in October, when citrus fruits, the richest sources of vitamin C become somewhat limited.

To off-set this indicated deficiency, it's imperative that more tomatoes be grown for home consumption and canning. Planting more tomatoes in Victory Gardens, and canning the maximum possible amounts will go far toward insuring adequate vitamin C in the family diet this fall.

They Can Still be Planted

With the exception of the South and other warm areas, tomatoes can still be planted over a major section of the country. However, the end of the tomato planting season is rapidly approaching, and the need for immediate action is urgent.

Through the central portion of the country and including such cities as Washington, D. C., Cincinnati, and St. Louis, the season extends until June 10th...for areas farther North, until June 15th...and in the higher altitudes and mountainous sections of the West until the end of June.

Tomatoes, together with citrus fruits and raw greens, comprise Group II of the Basic Seven Foods. The Bureau of Human Nutrition and Home Economics found that in 1943 tomatoes and citrus fruits together contributed 29 percent of the total vitamin C value of the foods brought into the average American kitchen.

They're Efficient and Economical Sources of Vitamin C

Tomatoes are an efficient source of vitamin C. Due to their acid content, the vitamin C in tomatoes is more stable than in other foods. Thus, there is likely to be less loss of this perishable vitamin in cooking and in canning.

Tomatoes are an economical source of vitamin C. They are neither difficult nor costly to grow or to can, and they may be made generally available, at all seasons, in canned form. This makes them a good food to rely upon for the inclusion of vitamin C in the diet.

By canning whole tomatoes and tomato juice, vitamin C may be obtained from the cupboard and canned food shelves at a time when the citrus fruits in orchards and on food counters are likely to be light. This is particularly true in the fall, during the lapse between the mid-year and the fall marketing seasons of grapefruit and oranges.

-----CAREFUL CANNING IS THE BEST WAY-----

Although the U. S. Department of Agriculture is urging everybody who can do so to preserve surplus Victory Garden products, two methods of home canning are not advocated by canning specialists. The warning is out against the "open kettle" method, and the "oven" method.

Many homemakers have tried oven canning, believing the jars were processed at temperatures higher than boiling because the oven thermometer recorded a high temperature. But the canning specialists say the food in the jars stays at about boiling point, so that you can't count on harmful bacteria in vegetables being killed.

Oven Canning is not a Good Method

Even for fruits and tomatoes which can be adequately processed at 212 degrees Fahrenheit, oven canning is not a good method. Oven canning has caused serious accidents to persons and property.

When jars seal during processing, steam builds up inside the jars and they may explode. The oven door may fly off...glass may fly out...the worker may be seriously hurt...the stove and kitchen wrecked...and food and effort wasted.

Open Kettle Canning is not a Good Method Either

Open kettle canning is wasteful for fruits and tomatoes. When canned this way, food is cooked in an ordinary kettle, then packed into hot jars and sealed without further heating. Bacteria can get into the jars when food is transferred from kettle to jar, and may cause the food to spoil. Open kettle canning is dangerous for vegetables because they may contain types of bacteria destroyed only through far more thorough and intense heating.

The canning specialists recommend pre-heating food and packing hot into jars, then processing fruits, tomatoes, and pickled vegetables in a water bath canner, and vegetables other than tomatoes in a steam pressure canner.

-----A CANNING JAMBOREE-----

Thousands of country women in Great Britain are getting ready to do a special job...a voluntary, unpaid job, of preserving every possible pound of fruit...collecting it...preparing it... and putting it into cans.

This fruit preservation scheme...as it's called...started in the autumn of 1940 when there was a positive glut of fruit all over England and Wales. And the year, too, when the war was literally in everyone's backyard.

Emergency Centers Established

In the beginning, the centers were set up in a hurry in all kinds of places, some in remote villages where there was a great deal of fruit but very little plumbing. Old cooper kettles in stables were converted into sterilizers. Galvanizers in wheelbarrows were fitted with cold water to serve as coolers, and water was collected in jugs and buckets from the village pump by hot, perspiring but cheerful middle-aged women.

In one county a van was converted into a mobile canning unit and driven right into the orchards, tables being set up and all the apparatus arranged around so that the fruit went from tree to cans in the space of about one hour.

Centers Now Are Organized

Now-a-days the work of preserving fruit in the villages... like every kind of wartime work...has been more centralized and organized more professionally. Now the fruit is brought to properly equipped premises which have good water supplies, and where large boilers are available. The old hap-hazard enthusiasm has been replaced by organized efficiency, and a resultant increase in the work done.

Policeman Co-operates

Last year the 1659 centers in the country provided a year's jam ration for over 76-thousand people. The Ministry of Food is behind the idea, too, and every year backs the appeal for more workers.

The interest is not confined to official backing of this kind, because one of the centers in north England reported the local policeman takes the affairs of the fruit center very much to heart. On his rounds, he urges all the outlying farms to deliver their surplus fruit, and conducts it to the centers himself, much as he would conduct a mayorial procession.

Another small center in the Midlands which produced many thousands of pounds of jam last year was staffed by some fifteen to twenty elderly ladies, average age well over 70.

So the fruit-preservation scheme has meant that town and country people who for years have preserved and bottled fruit for their own larder, now get together to do the same job for the national larder.

-----ICE CREAM IS GOOD NEWS AGAIN-----

The production of ice cream and other frozen dairy foods for civilian use this summer should be more than 30-million gallons greater than it was last summer.

For the housewife, this means reasonable assurance that she'll be able to find a quart of ice cream to take home for the family supper most any day during the next 8 to 10 weeks.

Quotas Are "Upped"

For the farmer, it means an additional outlet for much of the extra milk his cows are producing. This extra milk production is the reason we're to have more ice cream. With experienced help short in many of the plants making cheese, evaporated milk, butter and milk powder, and with more milk than ever before coming off the farms these days, the War Food Administration decided to "up" the ice cream quotas...that is, allow manufacturers to use more milk in the production of frozen dairy foods.

From February, 1943 to May, 1944, manufacturers were limited each month to 65 percent of the milk solids which they used in the corresponding month of the base period (December, 1941 through November, 1942) and to a maximum milk solids content of 22 percent. The maximum milk solids content determines ice cream richness.

Last month, as we told you in our Round-Up of May 8, these quotas were raised for the first time. The quota percentage was set at 75 percent for May and also for June. And the maximum milk solids content was raised to 24 percent.

Quotas Are "Upped" Again

Now the June quota percentage has been raised still further... to 85 percent...and the July quota was announced at 75 percent. The increased richness (24 percent) will also be permitted in July.

They'll Come Down in August

According to the laws of gravity and milk production, however, what goes up must come down. So in August, when milk output starts to decline seasonally, both the 65 percent quota limitations and the 22 percent milk solids allowance will be restored, in order to help make sure that the military forces will get all the dairy products they need.

-----CHINA PLANS FOR FULLER PLATES-----

Cut off by guerilla warfare on land and Japanese blockade by water, the Chinese people who live in the parts of China occupied by the Japs are facing a serious food shortage.

Normally the coastal cities which are very large centers of population depend upon supplementing their food supply by shipping imports from abroad to other parts of China. That is not possible now with closed ports of entry. And with normal distribution activities disrupted by Japanese requisitions of locally grown produce the Chinese are trapped in a very tight food situation.

Even in normal times food production in that area was not sufficient to meet the needs of the urban population. Transportation facilities between the surplus and the deficit producing areas make food distribution an extremely complicated business.

They Still Grow Cereals in Free China

In contrast, it appears the wartime production of some food-stuffs, especially of cereals, in what is now termed Free China, has been in sufficient quantities to meet pre-war standards of consumption. This relatively favorable situation is attributed mainly to the successful efforts of the National Government to expand food production through land reclamation, by the use of improved varieties of seed and through double cropping.

More Foods Are Vital

However, additional supplies of food are needed even in Free China to meet the scarcity of proteins, vitamins and minerals. The average dietary standards of the Chinese people and the amount available to each person needs much improvement. The diet is made up largely of cereals, supplemented by soybeans and other legumes, vegetables and fruits. The ordinary person eats meat only on special occasions.

The Chinese Government, when China is once more free, hopes to encourage production of leafy vegetables rich in calcium and vitamins...expand production of root crops and fruits...make greater use of soybeans and other legumes...and increase the per capita consumption of poultry and dairy products, especially eggs and milk.

-----AN OLD STAND-BY HAS A NEW NAME-----

Of course, you want to keep up on terminology, so here's a change in lingo: for the purpose of the Federal Food, Drug and Cosmetic Act, the product formerly known as "dried skim milk", "powdered skim milk", or "skim milk powder" should henceforth be designated as "non-fat dry milk solids" or "defatted milk solids."

The Dry Milk Institute advises that the Industry prefers the name "non-fat dry milk solids."

Now that the name has been changed, it'll be helpful to home-makers if we all use the name "non-fat dry milk solids."

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x
x      BEST BUYS IN FRESH FRUITS AND VEGETABLES      x
x
x      Based on comparative abundance and relatively low  x
x      price, in most retail markets of the Southwest,    x
x      as reported by the WFA Office of Distribution.      x
x
x x x x x x x x x x x x x x x x x x x x x x x x x x x

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New and old stocks of Irish potatoes and abundant supplies of dry and green onions head meal-planners' list of "best buys" in fresh vegetables and fruits. Other favorites now offering variety for wartime menus include cabbage, carrots and citrus fruits while tomatoes, green beans and corn soon will be plentiful in most markets.

"Best buys" by states include:

- ARKANSAS Onions, string beans, cabbage, Irish potatoes, oranges, carrots, lettuce.
- COLORADO Cabbage, carrots, lettuce, onions, tomatoes, Irish potatoes, rhubarb, spinach, grapefruit, oranges.
- KANSAS Onions, Irish potatoes, oranges, lettuce.
- LOUISIANA. . . . Greens, carrots, beets, cabbage, tomatoes, Irish potatoes, citrus fruits.
- NEW MEXICO . . . Grapefruit, oranges, lemons, spinach, beets, cabbage, turnips, carrots, onions, lettuce, asparagus, pineapple, Irish potatoes, green beans, rhubarb, tomatoes.
- OKLAHOMA Tomatoes, Irish potatoes, radishes, onions, English peas, asparagus.
- TEXAS. Northern Section: Beans, beets, carrots, onions, Irish potatoes, squash, tomatoes.
Southeast Section: Irish potatoes, cabbage, carrots, onions, beets, oranges, grapefruit, corn, squash, cucumbers, lettuce, pineapple, bananas.
South Central Section: Irish potatoes, green beans, onions, carrots, oranges.
Western Section: Irish potatoes, carrots, cabbage, string beans.

"Best buys" in key markets:

ARKANSAS.....Pine Bluff: Onions, string beans, cabbage, Irish potatoes, oranges.

Little Rock: Carrots, onions, lettuce, oranges.

COLORADO.....Denver: Cabbage, carrots, lettuce, onions, Irish potatoes, tomatoes, rhubarb, spinach, grapefruit, oranges.

KANSAS.....Wichita: Onions, Irish potatoes, oranges, lettuce,
Hutchinson: Onions, Irish potatoes, oranges, lettuce

LOUISIANA.....Shreveport: Greens, carrots, beets, cabbage, Irish potatoes.

Baton Rouge: Irish potatoes, oranges.

New Orleans: Irish potatoes, citrus fruits, tomatoes

NEW MEXICO....Albuquerque, Grapefruit, oranges, lemons, spinach,
Gallup and cabbage, turnips, carrots, onions,
Santa Fe : asparagus.

Las Cruces: Oranges, pineapple, Irish potatoes, cabbage, lettuce, carrots, onions, asparagus, rhubarb.

Las Vegas: Oranges, tomatoes, onions, asparagus, green beans, carrots, beets.

OKLAHOMA.....Oklahoma City: Tomatoes, Irish potatoes, onions, radishes.

Ardmore: Irish potatoes, English peas, asparagus.

TEXAS.....Fort Worth: Beans, beets, carrots, onions, Irish potatoes, squash, tomatoes.

Beaumont: Irish potatoes, cabbage, carrots, onions, beets, oranges, grapefruit.

Houston: Onions, corn, Irish potatoes, squash, cucumbers, lettuce, pineapple, bananas, citrus fruits.

San Antonio: Irish potatoes, onions, green beans, carrots, oranges.

San Angelo: Irish potatoes, cabbage, carrots, string beans.



DALLAS, TEXAS
June 10, 1944
No. 24

Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

POST-INVASION TASK FORCE...UNRRA...There's a huge and immediate task ahead of the United Nations...Concrete plans have been launched.

BUSHES OF VITAMINS...You're not hearing things...They're growing on bushes these days.

THE FOOD SITUATION IN FRANCE...Imagine paying \$3 a pound for beef...\$27 for a pound of coffee...\$3 for a bunch of carrots. That's what's happening to the French.

CANNING CENTER IN PUEBLO COUNTY...Thousands of cans of food are finding their way to pantry shelves...The center is a hive of activity and has been since last year.

DOUBLE DIVIDEND ON WASTE FATS...Collecting fats might seem insignificant but it's a vital war job...Collections are on the upswing again but they need to be still higher.

BEST BUYS...There are several top-heavy favorites...Abundant supplies for meal-planners searching for variety in menus.

WAR FOOD ADMINISTRATION
Office of Distribution

-----POST-INVASION TASK FORCE....UNRRA-----

Even as the war has been carried into fortress Europe, another day of invasion approaches. The time when food and life-line supplies go in for the relief of the liberated peoples.

As each military objective is gained, the second step will be to bring health and rehabilitation to the civilians behind the fighting lines. This work toward world recovery will be carried on by UNRRA...The Relief and Rehabilitation Administration of the forty-four United and Associated Nations.

UNRRA Supplies Necessities

UNRRA, established last November has the huge and immediate task of taking over after the retreat of the enemy and providing the liberated sections with aid and relief. This means importing additional food to supply any difficulty. It will mean additional medical supplies, clothing, soap, and the necessities of life to prevent the spread of disease and pestilence.

Refugees and Exiles Will Return Home

Arrangements will also be made by UNRRA for the return of refugees and exiles to their homes. Over 20-million people throughout Europe will be returning to their homes and at present may be two or three countries away from their native soil. UNRRA will also assist in the resumption of urgently needed agricultural and industrial production and the restoration of services such as transport and public utilities which are essential to relief.

Once the relief and rehabilitation phases are accomplished, it will be up to the various Nations themselves to choose other means than UNRRA for reconstruction and long-term national planning.

UNRRA has recognized from the start the widespread shortages of certain foodstuffs and the difficulties of wartime shipping. It will take steps at once to obtain from the soil of the occupied countries and from sea fisheries the maximum food in the shortest possible time.

UNRRA has proposed the following SIX-POINT program to aid in the recovery program:

1. That for the first crop year after liberation an absolute priority in liberated countries be given to the production of food for direct human consumption;

2. That specific attention be devoted to the production of those vegetables and pulses (edible seeds of leguminous crops such as peas, beans, etc.) which have a high protein or vitamin content...particularly that potatoes and their use for human consumption be increased to the maximum...and that a high priority be given to imports of seed potatoes and to seeds of other vegetables such as cabbage, savoys (a type of cabbage), swedes, turnips, and carrots;
3. That assistance be given by UNRRA to the restoration of necessary processing facilities in order to utilize to the greatest advantage the foodstuffs that are home-produced and imported...also that milling ratios in the liberated areas be maintained at high levels, for example, wheat at 85 percent, in order to obtain the maximum food value from bread grains;
4. That immediate steps be taken to insure the early expansion of fishing and of the whaling industry to assist in meeting the shortages of animal proteins, fats, and vitamins;
5. That prompt action to the same end be taken to prevent the further depletion of dairy herds...but that the restoration of such expensive forms of animal husbandry as swine and poultry production be delayed;
6. That pending the time when the supply and import situation is better, the importation and use of feed stuffs for milk production be given priority over the importation and use of feed stuffs for other livestock, but imports even for milk production should receive, in principle, secondary consideration to imports of food for direct human consumption...also having regard to the importance of milling offals as a feed, the importation of grain should have priority over the importation of flour...and that, similarly, the importation of vegetable oil seeds should have priority over the manufactured products.

-----BUSHES OF VITAMINS-----

More sources of vitamins has been the subject of investigations in several Agricultural Experiment Stations over the country. In North Dakota a native fruit called the buffalo berry proved exceptionally rich in ascorbic acid (vitamin C), even richer than the citrus fruits which are among the best fruit sources for vitamin C.

A generous serving of the berries would furnish about twice the standard minimum daily allowance of vitamin C recommended by The National Research Council. Samples of jam made from the ripe buffalo berries contained so high a vitamin content, that even the small quantities of jam that are spread on bread would add worthwhile amounts of ascorbic acid to the day's food supply.

Other Sources Investigated

New Hampshire grown wild blueberries, tested by the Experiment Station in that state, contained a fair supply of vitamin C if eaten raw...a little less than canned tomato juice.

In Hawaii, papayas were found relatively high in ascorbic acid. The Hawaiian Station also recommended peanuts for thiamine, as well as for the high quality of their protein.

Two varieties of pecans were found to be high in thiamine but poor in riboflavin by the Arizona Station. Minnesota chemists reported that wild rice was found to be a good source of several B vitamins...thiamine, riboflavin, nicotinic acid, and pantothenic acid.

-----HEAVIER RESTRICTIONS IN HEAVY CREAM-----

The War Food Administration has announced that beginning August 1st, prescriptions for heavy cream will be approved by a local public health officer or the secretary of a county medical society.

At the same time, WFA tightened its ban on the distribution of heavy cream by extending the limitation to include cream substitutes, in addition to fluid cream and cream products. Beginning August 1, the sale of cream containing more than 19 percent of any kind of fat will be prohibited. This is an effort to save milk solids for more essential wartime uses.

Since last week, (June 7) heavy cream and cream products can no longer be sold or used by hotels, restaurants, and other eating places, except for making ice cream. The present definition of cream products has been broadened to include aerated (air expanded) cream, reconstituted cream, and those cream products to which sugar, condiments, spices, flavoring, or similar ingredients have been added.

-----FOOD NOTE FROM FRENCH NEWSPAPERS-----

A QUOTE FROM "LEJOURNAL," LYONS:

"'Condensed milk should from now on be considered not as a normal food but as a medicine as valuable and rare as insulin or the anti-diphtheria serum,' a prominent doctor stated. In order to ensure the best and fairest distribution the Ministry of Food Supply contemplates entrusting the professional organization of physicians with the task of distributing condensed milk cards among doctors, each of them receiving a strictly limited monthly number which will thus be delivered only in cases of absolute necessity."

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"LE PETIT DAUPHINOIS," GRENALE, SAYS:

"Children under six deprived of a quarter of a liter (a liter is approximately a quart) of milk are severely handicapped despite the grant of an extra monthly sugar ration of 125 grams, namely about 18 small lumps, or half a lump a day, which is a totally inadequate compensation for the loss of a daily bowl of milk."

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"L'ECLAISEUR DE NICE" PRINTED THE FOLLOWING LETTER:

"A letter is published from a mother writing on behalf of all the mothers in her district:

'Since the canned milk supply is reserved for children under five months old, children from five to eighteen months old receive the same quantity of fresh milk as children from eighteen to thirty-six months old, which is unfair because while the latter begin to eat a little of everything, the former are still on a milk diet exclusively, and their present daily ration is insufficient. On the other hand, the daily sugar ration of babies, seven lumps, is also inadequate. A minimum of twelve lumps or two per bottle is necessary, according to the doctors themselves.'

The parents make up the difference from their own limited ration, but it is not a satisfactory solution."

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FROM THE PAPER "ARBETET" IN MALMO, COMES THE FOLLOWING INFORMATION:

"Frenchmen must not only feed the invaders but also those of their countrymen who are at present working in Germany. During November, the farmers in the district of central France were forced to send no less than 900 animals to Germany. Thus 1700

animals were requisitioned from a single district in one-month.

"From the former Free Zone 31 trains, each carrying 450 requisitioned animals, have left for Germany every month. Before the German invasion the annual meat supply averaged about 82 pounds (European pound is 12 ounces) per person. Now it averages hardly 10 pounds.

"Recently the occupation authorities ordered 2,000 tons of butter to be delivered every month during 1944. Therefore the majority of the French population, as they cannot afford to buy on the black market, have not been able to get any butter at all.....

"Only a part of the ration of the following commodities can be obtained legally: Sugar, coffee, bread, flour, rice and meat. The only food commodity of which a full ration can be obtained is potatoes. The following are impossible to obtain legally: Eggs, butter, margarine, cheese and marmalade. Vegetables, fish, oysters and mussels are sometimes available.

(Figuring the value of a franc at 4 cents, and pounds in U. S. weight): "Black market prices in March, 1944 in Paris, Lyons, Marseilles and Bordeaux were as follows: beef, \$3 a pound; eggs \$4 a dozen; sugar \$8 a pound; coffee \$27 a pound; carrots \$3 a bunch; potatoes 80 cents a pound; bread \$2.67 per pound."

-----CANNING CENTER IN PUEBLO COUNTY-----

Every day and many nights the canning center at Pueblo, Colorado, which was started in April, 1945, is a hive of activity. Beginning in the spring with the preservation of grapefruit, rhubarb and asparagus, the center was ready for June open house with exhibits on the entire Victory Garden program, including suggestions for fighting insects and plant diseases. Demonstrations of the actual canning of pineapple, peas, and rabbit and the preparation of peas for freezing, as well as the operation of the pea sheller, were featured in the kitchen.

All Cooperate

Victory Gardeners wholeheartedly support the center, bringing their own produce to can and posting notices at the center of fresh produce they have to sell. Produce dealers and truck gardeners also keep records in the office of what they have to sell, taking orders through the center and delivering directly there, saving money, time, and transportation.

In the fall of 1943 many pounds of venison and elk were brought to the center for canning. Much of this meat would have spoiled had the center not offered the opportunity for preserving it. Chili con carne was especially popular, with sometimes 100 pounds of beans handled for this purpose in a single day.

They Have Meat Cutting Demonstration

Canning meats for barbecued ribs, chili con carne, mincemeat and the usual soups and stews was one of the main activities when the butchering season got underway. Preserving meat called for the knowledge of cutting the meat properly, so meat blocks and other equipment were obtained and a demonstration was given by the Extension Animal Husbandman.

Exhibits in connection with it included ways of using the head and organs of the pig in the way of making scrapple, headcheese, canned pork and beans, and canned meat stock for seasoning.

More Demonstrations Follow

When cold weather came, a winter garden was planted at the center in large tubs and boxes. Rhubarb, parsley and other greens were grown in the sunny windows.

A look at the records show that the 2,000 people who have used this center have canned nearly 64,000 jars of food. Last summer the center answered 25 to 75 telephone calls daily, and filled requests for more than 2,000 recipes. In addition, 80 pressure canners were checked and 19 demonstrations in canning, freezing, and butchering were given at the center. Sixty persons planned an entire canning budget.

The American Women's Voluntary Services set up the center in a building formerly used for an NYA housing project. The building was centrally located, well lighted and equipped with electricity, sinks, and four stoves. A Garden Committee representing both the city and the county was responsible for securing additional equipment; commercial firms donated such items as stoves and an icebox. Other equipment, including canners, and miscellaneous items were secured from the Office of Distribution's stock of former WPA equipment.

Technical Advice Proves Essential

Two experienced Home Demonstration Club members serve as supervisor and assistant, and the County Agent assists with the Victory Garden program. A Nutrition Specialist acts as technical adviser on food preservation. The Recreation Commission assumes financial responsibility for installations, cleaning and placards, charging 50 cents for a half day and 75 cents for a whole day to cover these expenses.

-----DOUBLE DIVIDEND ON WASTE FATS-----

The homemaker who deposits waste fat at the butcher's counter can check two credits to her account...she is sending a strategic war commodity to the battle lines...and she is earning ration points for family food purchases.

Lee Marshall, Director of Distribution, War Food Administration, urges American women to continue saving all their used cooking fat and turn it in to their butchers. For every pound of used fat, butchers will pay four cents and two red points.

Mr. Marshall says, "We do not want to take good food fats and use them for non-food industrial purposes if it can be avoided. The conservation of used fats by every homemaker can help in this situation."

Collections Must be Stepped Up

As the invasion progresses, every effort on the home front should redouble...not slack off. Just after many meats became point-free fat collections declined to some extent. Although the latest reports indicate that collections are now on the upswing again they must be stepped up still further...to about twice the rate of collections at the end of 1943. And with larger quantities of food fats available for cooking it should be possible for American women to meet the goal of 230-million pounds for 1944...

Before the war started, lands in the Far East now held by Japan supplied the U. S. annually with more than one-billion pounds of fats that were used for industrial purposes, such as pharmaceuticals, paints, soap and lubricants. With the loss of this source added to today's greater needs for making synthetic rubber, gunpowder, medicines, and scores of other wartime essentials, manufacturers are dependent upon housewives to salvage a considerably greater amount of used household fats.

x x	x
x	x
BEST BUYS IN FRESH FRUITS AND VEGETABLES	x
x	x
x Based on comparative abundance and relatively low	x
x price, in most retail markets of the Southwest,	x
x as reported by the WFA Office of Distribution.	x
x	x
x x	

A wide assortment of "best buys" in fresh fruits and vegetables challenges the ingenuity of wartime meal-planners searching for variety in menus. Top heavy favorites are abundant supplies of carrots, onions and new and old stock potatoes. Other popular favorites include fresh corn, squash and beets.

"Best buys" by states include:

ARKANSAS.....Grapefruit, oranges, lemons, lima beans, squash,
Irish potatoes, carrots, tomatoes, lettuce, cabbage,

COLORADO.....Green beans, cabbage, carrots, lettuce, onions,
Irish potatoes, spinach, rhubarb, grapefruit, oranges.

KANSAS.....Citrus fruits, rhubarb, lettuce, cabbage, Irish potatoes, onions, cucumbers, tomatoes.

LOUISIANA....Squash, Irish potatoes, onions, cabbage, carrots, snap beans, oranges.

NEW MEXICO...Grapefruit, oranges, lemons, cabbage, carrots, spinach, asparagus, dry and green onions, beets, turnips, Irish potatoes, lettuce, green beans, green peas.

OKLAHOMA.....Beets, lettuce, onions, tomatoes, Irish potatoes, corn, carrots.

TEXAS.....Northern Section: Beets, carrots, corn, lettuce, onions, black-eye peas, new potatoes, squash, tomatoes.

Southeast Section: Irish potatoes, carrots, cabbage, beets, onions, beans, oranges, grapefruit, squash, eggplant, lettuce, bananas.

Western Section: Irish potatoes, cabbage, onions.

"Best buys" in key markets:

ARKANSAS.....Pine Bluff: Grapefruit, oranges, lemons, lima beans, squash, Irish potatoes.
Little Rock: Carrots, lima beans, tomatoes, lettuce, cabbage, oranges.

COLORADO.....Denver: Green beans, cabbage, carrots, lettuce, onions, Irish potatoes, spinach, rhubarb, oranges, grapefruit.

KANSAS.....Hutchinson: Citrus fruits, rhubarb, lettuce, cabbage, Irish potatoes, onions.
Wichita: Citrus fruits, rhubarb, lettuce, cabbage, Irish potatoes, onions.
Topeka: Grapefruit, cucumbers, tomatoes.
Kansas City: Irish potatoes, tomatoes, cabbage, rhubarb, oranges.

LOUISIANA.....Shreveport: Squash, Irish potatoes, onions, cabbage, carrots.
Baton Rouge: Snap beans, Irish potatoes, carrots, oranges.

NEW MEXICO...Albuquerque, Grapefruit, oranges, lemons, cabbage, Gallup and carrots, spinach, asparagus, dry and Santa Fe: green onions.
Las Cruces: Oranges, grapefruit, beets, carrots, turnips, cabbage, Irish potatoes.
Las Vegas: Irish potatoes, onions, lettuce, spinach, green beans, green peas.

OKLAHOMA.....Oklahoma City: Beets, lettuce, onions, tomatoes,
Irish potatoes.
Ardmore: Corn, Irish potatoes, carrots.

TEXAS.....Fort Worth: Beets, carrots, corn, lettuce, onions,
black-eye peas, new potatoes, squash, tomatoes.
Houston: Cabbage, squash, onions, Irish potatoes,
eggplant, lettuce, bananas, citrus fruits.
Beaumont: Irish potatoes, carrots, cabbage, beets,
onions, green beans, oranges, grapefruit.
San Angelo: Irish potatoes, cabbage, onions.

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DALLAS, TEXAS
June 17, 1944
No. 25



Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

MEAT MAKES THE GRADE...You might not find the choicest cuts you want or have the money to buy but beef will be at the meat counter just the same.

EGGS SHELL THE NATION...So far this year, production has been 200-million dozen more than it was for the first six months of last year.

STORE EGGS NOW...Tuck them away in your refrigerator. They'll keep indefinitely and you'll be helping to solve a perplexing problem.

CHICKEN IS A HE-MAN CHOICE...It's easy to digest...and a choice delicacy for both young and old. Serve chicken often now.

FOLLOW THE RULES...Step by step this summer when you're canning fruits and vegetables.

SHARING OUR FOOD BASKET...Each claimant gets his fair share through the allocations plan which is used to divide America's wartime food supply.

WAR FOOD ADMINISTRATION
Office of Distribution

-----MEAT MAKES THE GRADE-----

When your listeners go to the meat counters during the next three months, they may expect to find beef...but perhaps not just the cuts they would like or which they have the money to buy.

With record numbers of cattle to be marketed, beef supplies should continue at or near present levels for the next few weeks at least. Marketings during the spring were greater than a year ago, and civilian meat consumption for the first five months of 1944 has been at the annual rate of about 150 pounds... nearly 25 pounds more than we consumed back in 1935-39.

Of course, this beef won't all be Prime cuts. Cattle cannot be expected to have the finish they did before the war. A tremendous increase in cattle numbers in relation to feed and the necessity of spreading our feed supplies for maximum production doesn't allow for fancy feeding.

There Are Seven Grades of Beef

Standards set by the United States Department of Agriculture cover seven grades of beef...Prime, Choice, Good, Commercial, Utility, Cutter and Canner. For the duration of the war, Prime and Choice grades have been combined and stamped as Choice.

For "Choice" beef the bones are soft and pink indicating the meat is from a young animal...either a steer or heifer. The back and loin fat is from one-half to three-quarters of an inch thick and white in color. Also marble-like lines of fat are well distributed through the meat. Choice grades, even before the war were only slightly inferior in quality and finish to Prime cuts.

Beef in the "Good" grade is above the average. Generally it has too much or too little fat to be classified in the higher grades.

"Commercial" grade beef is the most widely sold. It has a fair finish and quality. Certain portions of the meat are better than others. In the "Commercial" grade there may not be as much fat covering and this fat may be soft and slightly yellow. Also there are few or no fat lines. Commercial grade beef is most plentiful in the summer and fall.

In the "Utility" grade beef, the bones are frequently prominent, hard and white. There is less flesh as compared to the better grades. What fat there is, is usually of a pronounced yellow color and generally found on the loins and ribs. The flesh is soft and dark red.

The Cutter and Canner grades come mostly from cows, and the meat is of low finish and quality. There is very little fat and the flesh is soft and dark red, but entirely edible. Some of this beef is canned or ground and used in sausage.

Cattle Go To Market During The Fall

September, October and November are the months when the greatest number of cattle go to market. During the months of heavy marketing, the War Food Administration does most of its buying for military and war service requirements. As the supply of beef to market lessens in the spring and summer, Government purchases are reduced so that civilians get more of the available supply.

At present, only 35 percent of the federally inspected beef of grades which meet Army specifications is set aside for Government purchases for our armed forces. During the winter, it was 50 percent of these grades and 80 percent of the canner and cutter grades. No Canner and Cutter beef is set aside now, but the Army is taking Utility as well as the higher grade cuts.

-----EGGS SHELL THE NATION-----

Eggs still continue as one of the most plentiful protein foods in the country.

The trade and the Government have been working to absorb the tremendous increase in egg production. Consumers too, have been asked to make extra purchases. Since the problem of saving this food commodity continues, homemakers are urged to store an extra dozen in the refrigerator at home or to put additional dozens down in waterglass for use later in the fall and winter months.

Production Is High

Total farm and back-yard flock production from January 1 to date is estimated at over two and a half billion dozen. This is an increase of approximately 8 percent...200 million dozen...over the first half of last year.

Consumption...though at an all time high...was about 4 percent greater for the period and not sufficient to absorb the increase in production.

Part of the difficulty of absorbing present supplies is due to storage shortage. Then too...egg grading, breaking and drying plants though operating at near capacity peak, have been handicapped by insufficient labor.

WFA Buys Eggs

The War Food Administration is purchasing dried eggs for lend-lease requirements. It's also purchasing fresh shell eggs to support producer prices. If eggs were allowed to fall in price, the producers would probably liquidate their flocks to such an extent that there would not be enough eggs next year.

From January to date the War Food Administration purchases of shell eggs alone topped 5 million cases, against less than 40,000 cases last year during the same period. Some of these shell eggs will be held in storage for civilian purposes during the fall and winter, in case shortages develop. Others are being broken and frozen for future lend-lease needs. In some instances where egg drying plants are not running to capacity at the present time, eggs are being sold back to these plants.

Dried Eggs Are Shipped To Our Allies

Purchases of dried egg powder by the War Food Administration since January 1 have been equivalent to about 17 and one half million cases of shell (30 dozen per case) eggs. All dried eggs purchased by the WFA go as lend-lease shipments to the United Kingdom and Russia.

It's reported that the dried eggs to Russia are used solely by the armed forces. In the United Kingdom for the past two years they have been distributed to consumers.

The standard consumer package weighs five ounces and is equivalent to a dozen eggs. These dried eggs are rationed in England...with each adult allowed one package every four weeks and each child two packages during this time. Thus an adult has about three eggs a week and every child about six.

Bakers, caterers and industrial feeders in the United Kingdom report that they couldn't have operated without American eggs.

Tell your listeners to get that extra dozen now and treat the family to a variety of egg dishes.

-----STORE EGGS PROPERLY-----

Since housewives are being urged to buy and store several additional dozen eggs in the family refrigerator now to meet a national storage problem, it might be well to give a few tips on the proper way to store them once they are bought and taken into the home.

Nutritionists from the War Food Administration's office of distribution have given us several helpful hints. Encouraging especially is the established fact that eggs will keep indefinitely in the family refrigerator if they're stored right. That's very good news to homemakers who haven't had much experience in stacking several additional dozen in the family ice box and who want to do their part in solving the present storage problem.

There Are Two Good Methods for Storing

There are two good methods for storing eggs...either method being equally effective. The method used, of course, depends

- 5 -

on the individual housewife. The first method is to place eggs, small end down, in paper cartons. This tends to keep the yolk suspended evenly and leaves the large end open. The air cell is located at the large end. The other method is to leave the eggs in the carton and turn them over, carton et al, once a week. Turning isn't necessary in the first method but may be advisable if they're kept over too long a period. By turning the eggs over once a week the yolks are evenly suspended and won't stick to the shell. Cartons can be stacked one on the other without any harmful effects. A time saver, if you're rushed these days, is to tie all the cartons together and turn them all at one movement.

Cover The Eggs

Cool, moist temperature is an ideal place in which to store eggs and that's why the War Food Administration is asking housewives to store several additional dozen in their refrigerators. There's one thing we must remember at all times...eggs easily absorb odors. For that reason, keep eggs covered or cover other foods. The preferable method, of course, is to keep all foods covered. If there's a choice to make, though, be sure your eggs are covered first. Paper cartons won't keep out odors but a pail will, if the lid is placed on it firmly.

Don't store dirty eggs...They won't keep as well and as long as clean eggs and they may absorb odors. For cleaning eggs, wipe them with a cloth to which you've added a small amount of vinegar. Never wash them with water because water destroys the protective outer covering, resulting in early deterioration of the eggs.

It's a Patriotic Job

With these tips in mind, you can continue buying and storing eggs. It's a patriotic job in which every American housewife can participate. It will be helping Uncle Sam solve one of the most perplexing problems...and you'll be storing nutritious foods for your family for future needs. Until the present 25-million dozen surplus eggs are stored safely in our refrigerators let's buy, store and use all the eggs we possibly can.

-----MANY FOODS ARE PLENTIFUL NOW-----

While we're on the subject of plentiful foods...let's look at some of the processed foods which also are abundant and should claim the attention of every meal planner these days. Peaches come in this category...so do fresh snap beans. They're especially abundant in Arkansas, Oklahoma, Texas, Louisiana and Kansas.

Also generally plentiful are frozen vegetables, canned green and wax beans, dry-mix and dehydrated soups, peanut butter, citrus marmalade, soya flour, grits and flakes, wheat flour and bread, macaroni, spaghetti, noodles, oatmeal, and rye breakfast

foods. Latter staple items and fresh peaches also are expected to be in plentiful supply during August.

-----THERE'S A CHICK-CHICK EVERYWHERE-----

"A chick-chick here and a chick-chick there" probably doesn't mean anything to you except as a line from an old folk song.

But this line is likely to come true within the next few months. From now on, farmers will be culling and selling large numbers of fowl to get rid of low producing hens.

This year they're being asked to cull their flocks even more carefully than usual because of the short feed supplies and the egg marketing difficulties. In addition, labor and storage space are scarce. Shortages of containers and limited shipping facilities are two more problems of the poultrymen. So with all these reasons, a heavy supply of chickens is expected on the market.

Chicken Is a He-Man Choice

As there will be rather large quantities of chicken available this summer, you'll want to encourage your listeners to use chicken frequently in their menus. Equal in protein value to prime rib roasts and juicy red steaks, chicken is a he-man choice. Easy to digest and nutritious as well, chicken is a choice delicacy for both young and old. Chicken is also point-free.

Ask For The Bulletin

If you're planning to talk about chicken cookery, USDA Bulletin No. 1888 called "Poultry Cooking" will be helpful to you. It gives tested methods for all the popular ways of preparing chicken from the young fryer to the old hen which has to be stewed. The bulletin completely covers poultry cookery...with timetables and pictures showing the various steps in frying and stuffing a fowl.

Address requests for this bulletin to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Directors of Women's Radio Programs may receive their bulletins from WFA's office of distribution, 425 Wilson Building, Dallas 1, Texas.

-----FOLLOW THE RULES-----

In a new bulletin called "Home Canning of Fruits and Vegetables" the Bureau of Human Nutrition and Home Economics of the USDA has simplified food preservation rules and timetables into an easy to follow pattern. Illustrated, step by step, the bulletin shows how to prepare fruits and vegetables for canning, tells what kind of equipment to use, mistakes to avoid, and the time schedules for processing.

On the attractive cover page are listed these seven points for successful canning:

1. Can only fresh food, in tip-top condition.
2. Have food, jars, everything used in canning, thoroughly clean.
3. Work quickly, so as to can "freshness."
4. Heat food hot enough and long enough to make bacteria and organisms harmless, so they won't "work" in the food and make it spoil.
5. Follow up-to-date directions and timetables, backed up by scientific research.
6. Make sure jars are sealed airtight, to keep spoilage organisms outside.
7. Store canned food in a cool, dark, dry place.

This publication takes the place of AWI-41, "Wartime Canning of Fruits and Vegetables" and AWI-61, "Canning Tomatoes."

The bulletin "Home Canning of Fruits and Vegetables" AWI-93, may be secured free upon request by writing to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Directors of Women's Programs may get their copies from the Regional WFA office of distribution, 425 Wilson Building, Dallas 1, Texas.

-----W O M E N ' S L A N D A R M Y G O E S T O C A M P-----

Summer camps for the blue denim clad workers of the Women's Land Army are taking roll call. These working camps for working women may be set up in unused school houses, hotels, inns, country houses or tent cities in forests or meadows. In many cases they're located in the beauty spots of the country... near lakes, rivers or streams.

Women's Land Army camps are planned for efficiency and the health of the workers who have enrolled to help farmers plant, cultivate and harvest their 1944 crops. They provide sleeping and eating arrangements and recreation rooms for evenings, Sundays and days when the weather is too bad for farm work. These camps make a fine place to spend a week or a month or an entire summer doing an essential war job, now that more farm men have gone into the armed services.

These centers, of course, will house only workers coming some distance. The majority of the WLA workers are recruited locally and live at home.

The Land Army Must Be Big

About 800,000 women, 18 years or older, are needed to help with this year's food crops. Some of their tasks will be to de-tassel hybrid seed corn in the Midwest...shock wheat in North Dakota...pick cotton and shake peanuts in the South...pick potatoes in Maine and Idaho...and pick, grade and pack fruits and fresh vegetables on the East and West coasts.

It's The Victory Drive

Women in farm work don't get rich quickly, but they earn the prevailing farm wage in each locality. These wages vary as to region, work and skill. In addition to financial gain though, members of the WLA return home with browned skins, renewed vigor of mind and body and a knowledge that they are in the victory drive.

Women in good health who have any free time this summer are urged to find out about the WLA and how they can help. Individuals are asked to contact the local County Extension Agent or the nearest Farm Placement Office for information on the food march to victory.

-----SHARING OUR FOOD BASKET-----

Under a system of allocation, American food makes a maximum contribution to military needs and still provides civilians at home with adequate diets.

After detailed research and adjustment to supply, the War Food Administration has estimated that approximately 13-1/2 percent of our total food in 1944 will go to meet requirements of the U. S. military and war services...that 75 percent will go to civilians...and the remaining 11-1/2 percent will go to the United Kingdom, Russia, Liberated Areas, U. S. Territories and commercial exports.

Allocations Distribute Food Fairly

As America got deeper into the war, it became apparent that despite record production there would be no surplus of food...outside of certain perishable products. The system of allocation came about as the most efficient method of distribution. First, the President, under authority contained in the Second War Powers Act, set up the mechanism to make allocations. The War Food Administrator delegated the Director of Food Distribution to assemble food requests from all claimant agencies and to adjust them in terms of supplies and to resolve conflicts where possible.

Requirements Based on Current and Future Needs

In the first stage, the requirements of each of the claimant

agencies are presented with statements of justification and the needs to be met. Requirements are presented for current and future needs...they are left flexible to allow for changing military needs, supply, and shipping facilities. When all the claims are in, a Supply Estimate Committee for each commodity predicts the amount of food which will be available from domestic and foreign sources, even making allowances for extremes of weather.

A trial balance sheet with the requirements for each food commodity is then set down against the estimated supply. If the supply of an article is short, each claimant reviews his claim and sometimes more plentiful foods are substituted or the requests are pared down. Finally, the allocation is put into effect by the War Food Administrator.

U. S. allocation procedure ties in with international allocations in order that world food supplies may be put to the most effective war uses.

x x	x	
x	x	
x	BEST BUYS IN FRESH FRUITS AND VEGETABLES	x
x		x
x	Based on comparative abundance and relatively low	x
x	price, in most retail markets of the Southwest,	x
x	as reported by the WFA Office of Distribution.	x
x		x
x x		

Leading favorites in "best buys" in fresh vegetables and fruits include abundant supplies of old and new stock Irish potatoes, citrus fruits and onions. Also ranking high on meal-planners' priority list are cabbage, carrots, and black-eye peas.

"Best buys" by states include:

ARKANSAS.....Oranges, peppers, black-eye peas, string beans, corn, onions, carrots, beets, Irish potatoes.

COLORADO.....Green peas, snap beans, asparagus, cauliflower, lettuce, spinach, Irish potatoes, pineapple, oranges, rhubarb.

KANSAS.....Cucumbers, tomatoes, onions, apricots, citrus fruits, carrots, green beans, cabbage, lettuce, Irish potatoes, black-eye peas, cauliflower.

LOUISIANA.....Irish potatoes, onions, squash, carrots, cabbage, tomatoes, green beans, oranges.

NEW MEXICO....Grapefruit, oranges, lemons, cabbage, carrots, green and dry onions, Irish potatoes, spinach, green beans, beets, black-eye peas, rhubarb.

OKLAHOMA.....Beets, green beans, cabbage, Irish potatoes, tomatoes, carrots, radishes, lettuce.

TEXAS.....Northern Section: Green beans, carrots, corn, cucumbers, onions, black-eye peas, new potatoes, squash.
Southeast Section: Irish potatoes, green beans, carrots, cabbage, onions, citrus fruits, squash, cucumbers, tomatoes, black-eye peas, lettuce, cauliflower.
Western Section: Irish potatoes, onions, oranges, lemons.

"Best buys" in key markets:

ARKANSAS.....Pine Bluff: Oranges, peppers, black-eye peas, string beans, corn.
Little Rock: Onions, carrots, beets, Irish potatoes, oranges.

COLORADO.....Denver: Green peas, snap beans, asparagus, Irish potatoes, cauliflower, lettuce, spinach, oranges, pineapple, rhubarb.

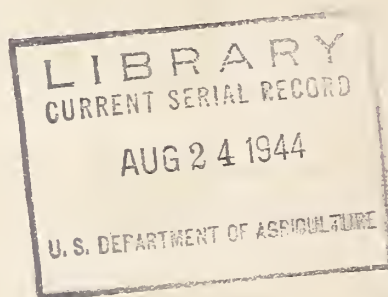
KANSAS.....Topeka: Cucumbers, tomatoes, onions, apricots.
Wichita: Citrus fruits, carrots, onions, green beans, cabbage, lettuce, tomatoes, Irish potatoes.
Hutchinson: Citrus fruits, black-eye peas, green beans, cauliflower, onions, cabbage.
Kansas City: Oranges, grapefruit, Irish potatoes, cabbage, carrots.

LOUISIANA.....Shreveport: Irish potatoes, onions, squash, carrots, cabbage.
New Orleans: Irish potatoes, tomatoes, onions, green beans.
Baton Rouge: Snap beans, Irish potatoes, squash, oranges.

NEW MEXICO....Albuquerque, Grapefruit, oranges, lemons,
Gallup and cabbage, carrots, green and dry
Santa Fe: onions, Irish potatoes, spinach.
Las Vegas: Irish potatoes, onions, lettuce, spinach, green beans.
Las Cruces: Oranges, grapefruit, lettuce, onions, beets, carrots, black-eye peas, rhubarb, Irish potatoes.

OKLAHOMA.....Oklahoma City: Beets, green beans, cabbage, Irish potatoes, tomatoes.
Ardmore: Carrots, radishes, lettuce.

TEXAS.....Fort Worth: Green beans, carrots, corn, onions,
cucumbers, black-eye peas, Irish potatoes,
squash.
Beaumont: Green beans, carrots, cabbage, onions,
citrus fruits.
Houston: Cucumbers, squash, tomatoes, green
beans, black-eye peas, cauliflower, Irish
potatoes, citrus fruits, lettuce.
San Angelo: Irish potatoes, onions, oranges,
lemons.



DALLAS, TEXAS
June 24, 1944
No. 26



Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

PASS THE BEANS, PLEASE...They're plentiful now. Serve them daily...Can, brine or freeze some for use later.

CHICKEN IN THE ROUGH...was very popular last year,...and preserving some now for future use is a wise move to make.

THE BIG FOOD TEAM...It's called the Combined Food Board and is another illustration of teamwork among the United Nations.

FOOD FOR RELIEF FEEDING ABROAD...Allied armies carry food not only to feed themselves but to help others, too. It's a decided contrast to the Nazi method.

A PLOT AGAINST THE ENEMY...The part seeds are playing in the war is one of our unsung achievements. Fresh vegetables spring up in far away places.

EYES ON THE POTATO...because they've assumed a new wartime role. They're fighting in the form of industrial alcohol, glucose sirup, and as rations in livestock feed.

WHAT'S ABUNDANT THIS WEEK? You'll find a variety of favorites. Among them are string beans, cabbage, Irish potatoes and onions.

WAR FOOD ADMINISTRATION
Office of Distribution

-----LET'S HELP MOVE SNAP BEANS FROM MARKETS TO HOMES-----

Snap bean production this year, especially in Arkansas and Oklahoma, has greatly expanded. In fact, more beans have been produced in these two states than canneries can handle adequately. This means that those which can't be canned (they were grown principally for this purpose) will be lost unless consumed in the fresh market.

Housewives and meal-planners in your community have a definite part to play in the utilization of this valuable protein crop... not only by serving more snap beans daily during the flush production period but storing some for future use by means of home preservation.

According to present estimates from 500 to 1,000 cars of beans will be available for fresh market use this year and since they're perishable they must be utilized immediately, so none will ruin or go to waste.

Beans Are Nutritive

Snap beans rank high among our nutritious foods. They're a rich source of protein which is so necessary to give civilians the necessary energy, strength and general good health for victory. They're also rich in vitamins A, B, and C and some vitamin G. In addition they are a good source of iron and calcium.

There are a variety of ways of preserving snap beans for future use. Your listeners might be interested in canning some in pressure cookers...brining some...freezing some...and perhaps dehydrating a few.

At any rate, snap beans preserved now offer a variety for wartime menus later on when fresh beans won't be so seasonally abundant as they are now.

THE PRESSURE COOKER METHOD

The sooner snap beans are canned after they're gathered, the better the flavor, texture and color of the canned product. If they must be stored a few hours before they're canned, keep them in a cool place.

Selecting the beans for canning is very important because a processed product is no better than the raw product. For this reason select green beans when the pod is young and tender and the beans are just beginning to form. At this stage they're richer in vitamins and equal to green leaf vegetables in food value. Then too, there will be very few strings to remove.

Wash them thoroughly as the fuzzy pods hold dust and dirt particles. Cut the pods into 1-1/2 to 2 inch lengths. The cut pods may be pre-cooked in water to cover for 5 minutes and then

while they're still hot placed into clean hot containers and sealed at once...Or, a better method is to steam them in the containers.

The best way to steam...Pack the cut pods into hot clean containers...add one teaspoon of salt to each quart and fill with hot water. If you're using glass jars, place the rubber and lid in place but don't seal. If you're using cans, don't place the lids on at all during steaming. Place the rack in the pressure cooker...in which there's hot water. Make sure the water is two inches below the tops of the containers for the steam process.

Set the lid on the cooker without fastening...and with the pet-cock open. As soon as a steady stream of steam escapes, begin to count 13 minutes for quart containers...and 8 minutes for pints. Then remove the lid from the cooker and lift out the containers. Press the beans down in the container with a fork to check the fill...and if they're loose take one of the containers and fill the others. It's time now to seal the containers tight and return them to the cooker while they're still hot. This means you'll need a heavy pad or can tongs to handle them.

Count Processing Time

Leave about two inches of hot water in the cooker for processing. Be sure to fasten on the cooker lid according to the directions that came with it. Make sure the pet-cock is open...and let the steam escape in a strong stream from 7 to 10 minutes before closing it. Allow the pressure to rise to 240 degrees Fahrenheit...or to 10 pounds pressure...then begin counting processing time. It'll take 30 minutes.

Keep the temperature uniform by adjusting the fire...or by pulling the cooker away from the fire carefully. Sudden changes in temperature cause loss of liquid and sometimes breaks glass jars...and sometimes breaks the seams of the cans.

At the end of 30 minutes, remove the cooker from the fire carefully. For glass containers, the gauge dial should register zero before opening the pet-cock. After the steam is out...unfasten the clamps. Place glass jars where they'll cool quickly...but keep them out of a draft. Cans are best cooled in cold water. After cooling, clean the containers, taking care not to break the seal...and be sure all containers are well sealed. That's very important. Then it's time to store in a ventilated, cool dry place.

THE BRINING METHOD:

If you don't have a pressure cooker...save your snap beans for brining. Brining can be done in a variety of ways...dry salting with a small amount of salt...dry salting with a large amount of salt...brining with weak brine plus vinegar...and brining with strong brine.

Let's discuss briefly one of these methods...brining with a weak brine plus vinegar. The product brined by this method has a decidedly acid taste, rather low in salt content...but it's very good.

Here's how it's done. Wash fresh, sound young green beans thoroughly. Steam about 5 minutes...or boil them in water for 5 minutes...and cool promptly in cool water. Then cut the beans into 1-1/2 or 2 inch lengths.

A good container for brining is a stone jar or crock. Each should be free of cracks. A heavy plate that fits loosely inside the container will be needed for a cover. You'll need a weight of some kind too, to keep the beans under the brine. For this, you can use a glass jug or jar filled with hot water and sealed... or maybe a paraffined brick.

All equipment should be thoroughly clean, of course. Prepare the brine by dissolving one-half pound of salt...that's about three-fourths of a cup...into one gallon of water to which has already been added 8 ounces (1 cup) of sour vinegar. The amount of brine needed will equal half the volume of snap beans to be brined.

Brining Process is Simple

First pack the cut beans firmly into the container. Then add the brine. Cover snugly with two or three layers of cheese cloth. Place the inside cover and the weight you've selected, on top the cheese cloth. To keep the inside of the container clean, tie another cloth over the top...or you might want to use a lid of some kind. Set the jar in a fairly cool place at a temperature of from 70 to 80 degrees Fahrenheit.

In a few days a white scum will appear on the brine surface but keep it removed. To do this remove the weight and the inside cover. In removing the cheese cloth carefully fold in the scum and squeeze the cloth gently, so none of the brine will be wasted. The scum will stick to the cloth and the brine will remain clear. Wash both the cover and the weight. It's best to dry the cloth in the sun for several hours after it's washed and for this reason you'll need at least two cheese cloths, using one, one day and the other the next.

After about two weeks of fermentation, it's best to pack the product into glass jars. Cover with brine. Place the partially sealed jars on a rack in a water bath with the hot water covering the tops of the containers. Keep the water boiling in the cooker 25 minutes for pint jars...and 30 minutes for quart jars. Any deep container with a lid and rack in the bottom can be used for the water bath. Cool quickly and keep out of a draft. Store in a well ventilated, cool dry place.

THE FREEZING METHOD

Never attempt to freeze anything but excellent quality raw products...and this goes for green snap beans, too. The sooner snap beans are frozen after they're gathered the better the flavor, texture and color of the frozen bean. If it's necessary to keep them a few hours before freezing, keep them in the refrigerator. If you don't, you might have a tough frozen bean. Or if they're kept in the refrigerator too long, you still might have a tough bean.

Select green beans when the pod is young and tender and the beans are just beginning to form. Wash them thoroughly. Steam or blanch in boiling water for 2 or 3 minutes. Cool immediately and cut into 1-1/2 to 2 inch lengths. Pack into glass or tin containers and seal. Or, you might want to use special waxed freezer cartons.

Frozen foods don't take the place of canned vegetables but are in competition with fresh vegetables in nutritive value and flavor.

-----CHICKEN FOR WINTER MEALS-----

In 1943 more people ate chicken "in the rough" and forecast more futures on wish bones than ever before. Over three-and-a-half-billion pounds of dressed chicken were eaten...A per capita consumption of about 28 pounds. The average for the 1935-39 period was only 17.9 pounds.

This Year's Supply Per Capita is Smaller

The chicken supply per capita for civilians this year is about 15 percent smaller. Thus it would seem farmers should not have any trouble selling their 1944 supply. But a large part of the chickens will be coming to market at the same time...in the July to September period. Short feeding supplies and egg marketing difficulties are causing many farmers to cull flocks more closely. Storage space and labor are scarce. Crates and shipping facilities are limited.

Preserving For Future Use is Wise Move

People who live in areas where chickens are plentiful will find it economical to can or freeze a supply for use next winter when chickens will not be so plentiful. Families having cold storage locker space usually prefer to freeze frying and roasting chickens, and to can the older, less tender fowls. Frozen poultry will keep for a year or longer.

The U. S. Department of Agriculture has a bulletin "Freezing Meat and Poultry Products for Home Use" which describes in detail the steps to follow in freezing poultry. The supply is only about equal to the number of individuals having locker

facilities. However, you may obtain a copy from WFA's Southwest Regional Office of Distribution, 425 Wilson Building, Dallas 1, Texas.

Hens, culled from the flock when they are one to two years old, are better for canning than young birds. All birds for canning should be healthy and in tip-top condition. The bird is dressed, cut in serving sections, and most of the fat trimmed off.

Then the chicken pieces are divided into three piles...meaty pieces, bony pieces, and giblets. Meaty pieces may be canned with or without the bone. Bony pieces have so little meat, it's best to strip meat off and can it covered with broth. Giblets...the liver, gizzards and hearts...are canned separately because they would darken the other chicken meat. The livers are canned alone...gizzards and hearts together.

Boned chicken or chicken to be canned with the bones in must first be pre-cooked in simmering water. For chicken that's to be canned with bone, cook about 8 to 10 minutes. If the meat is to be cut from the bone, pre-cook just long enough so you can cut it off and then it must be reheated. The hot meat is packed in boiling hot glass jars.

The final processing is done in a pressure canner because chicken needs temperature of 250 degrees Fahrenheit to kill any bacteria growth. Manufacturers' directions for various canners should be followed.

-----UNITED NATIONS FOOD TEAM-----

Teamwork among the United Nations has been one of the achievements of this war. But unity of action is not only practiced in military operations. The Combined Food Board is also an example of a mutual meeting ground.

This Board created by the President of the United States and the Prime Minister of the United Kingdom is composed of one member from each of the three Allied Powers...The United States, The United Kingdom and Canada. The War Food Administrator represents the United States on this Board. There is also one deputy member for each board member, one executive officer and one deputy executive officer from each of the three nations.

Board Considers Many Commodities

The Board has the technical assistance of various international commodity committees. These groups deal with such commodities as meat, fish, poultry, fats, sugar, tobacco, cereals and grains, seeds, dairy products, fruits and vegetables, vitamins, spices, agricultural machinery and fertilizers.

A secretary and assistant secretary are provided by the United States to keep a record of the meetings and are responsible for

the files of the Board. Special committees are also appointed by the Board to deal with commodities that do not come into the scope of existing committees.

Board Coordinates Action

Proposals for action by the Combined Food Board may be initiated by any member, its executive officers or its committees. The executive officers direct the work of the commodity committees and places their recommendations before the Board members for action. The executive officers carry out instructions of the Board and coordinate action which is being taken with each food product.

The Board has no authority to dictate inter-national allocations. It's merely a meeting ground where mutual problems dealing with food, shipping or supply are discussed. Then recommendations are submitted to the Allied Nations or nations affected.

When 95 percent of the exportable supplies of rice producing areas of the world fell to Japan, the Board discussed ways of increasing rice production and dividing up the available supply. And though there may be ample wheat in Australia, it's of no value to those who need it unless it can be utilized by them. In this case the subject of supply and transportation is also a concern of the Board.

Board Helps Liberated Peoples

As more of the enemy occupied lands are liberated by the Allied armies, it will be the duty of the Combined Food Board to consider how the needs of the people can best be met until the liberated peoples can fend for themselves.

-----FOOD FOR RELIEF FEEDING ABROAD-----

In contrast to the German method of conquest, the Allied armies carry sufficient food not only to feed themselves but to assist peoples freed from Axis domination. Despite the great needs forecast, the United States now has an adequate stockpile of food in Europe earmarked for that use to take care of relief needs for the next few months.

In June 10 issue of ROUND-UP we told how the United Nations Relief and Rehabilitation Administration would take over relief feeding in the liberated countries. In the beginning stages of occupation, however, the Allied armies will take care of all food distribution in a freed area...just as they are now doing in Rome. This is in line with combat necessity.

As the Allied forces move forward, military control will be relinquished. Then one of two agencies will take over the job. If the liberated territory is an Allied area with adequate finances or credit in international trade, that country will

bear part or all responsibility for relief supplies. If an Allied country has no foreign exchange resources...as Greece... UNRRA will assist.

WFA Buys Relief Foods

The requirements presented by UNRRA for food in this country and also those made by the paying governments must be reviewed and approved by the War Food Administration before any actual allocation is made. Dependent on the funds appropriated by Congress, UNRRA will present requirements for food from the United States through the Foreign Economic Administration. The War Food Administration will do the buying in this country.

The chief foods to be distributed will be wheat, cereal, canned and dried milk, cheese, salt pork, canned meat and fish. At present the reserves of these foods will take care of relief feeding. Replacements will be made as demands are made on the reserve.

The War Food Administration intends to buy in accordance with foreseeable objectives. The only exception to this rule will be when the government buys to fulfill support price pledges. Any temporary abundance is a small price to pay for being sure of enough food.

Food is Kept in Good Condition

At present the Government is buying about 8-million dollars' worth of food a day, and each month more than a quarter of a million tons of foods are exported. To keep the stocks in good condition, the food is inspected frequently and up-to-date inventories are kept. If stocks held in reserve are no longer needed because of a military change, and the trade has a demand, additional food is released for civilians. Reserves are maintained and stocks "turned" ... as in commercial fields.

-----A PLOT AGAINST THE ENEMY-----

American seeds are taking a part in victory by global encirclement.

Corn seed from Iowa is growing in the rich gumbo and volcanic ash soils of distant South Pacific military bases. Thousands of American soldiers who are prisoners behind German lines are, or will be, eating fresh vegetables grown from seeds from home. In thirty-one countries and territories over the world, many of the beans, beets, carrots, onions, peas, radishes, cucumbers and cabbages harvested this year will have an American inheritance.

Fresh Vegetables Means Variety in Meals

It's been estimated that the crops raised in South Pacific battlefield gardens alone will be valued at 11-million dollars.

And this cash value is far exceeded by the worth American fighting forces attach to the fresh vegetables that remind them of food at home. Though the 15,000 pounds of seeds shipped to American prisoners is small compared with the millions of pounds produced annually in this country, the resultant supply of fresh vegetables will mean variety in prison fare for a maximum of 400,000 soldiers.

Seeds Shipped Near and Far

Since last July, 18-million pounds of all kinds of vegetable seeds...about 5 percent of our production...have been shipped to our Allies and armed forces abroad. The largest quantity...four-and-a-half-million pounds went to Russia. The smallest amount shipped has been 35 pounds to Ethiopia. Varying quantities between these high and low figures have been shipped to England, Australia, various sections in Africa, the West Indies, Ceylon and Central and South America.

Seeds Save Shipping Space

The seeds could have gone on a single 10,000-ton cargo ship. Had we shipped food produced from this seed, we would have filled the entire available space on 950 ships of the same capacity. The shipments of seed mean a saving of U. S. manpower and equipment and allow for the increased transportation of men and war materials.

At current prices these seeds would have produced two-billion dollars worth of food. As seed they cost us six-million dollars. And based on our standards of living, vegetables raised from these seeds would feed some 500-million people for an entire year. That's one-fourth of the world's population.

Even as vegetable seeds are essential for the production of food, feed seeds are necessary to the production of feed for livestock. Shipments of feed seeds are still limited because of insufficient acreage planted because of the need for direct food crops...lack of labor...winter kill of alfalfa and red clover...and heavy demands on hay in this country.

Russia Plants Pastures for Livestock

Almost the entire lend-lease demands for field seed have been to Russia and the United Kingdom. In Russia, thousands of acres have become pastures for great herds of livestock. Grass seeds are also important to military forces in England and other countries. American and Allied fighting planes land on fields protected against wash and erosion by cover crops from American seed.

Production is Expanding

At present seed growers of America are producing vegetable seeds

for expanded home food programs...and for increased shipments abroad. At the same time they are trying to expand production to such an extent that there will be a stock pile against the day when American seeds will play a living role in the rehabilitation of the world.

-----EYES ON THE POTATO-----

Potatoes are appearing in more forms these days than the familiar baked or mashed vegetable at the dinner table. They are going to war in the form of industrial alcohol, glucose sirup, textile sizing and as rations in livestock feed.

In 1943, the biggest crop of Irish potatoes in history...about 470-million bushels...were harvested. Since there were more spuds than could be used through normal food channels and for existing dehydrating plants to absorb, the Government fulfilled its promise of taking over any surplus at prices supported by law.

Disposition of Potatoes Was Big Problem

What to do with these Government-owned potatoes became the problem of the Commodity Credit Corporation, the agency in 1943 administering support price funds. The No. 1 commercial grades were made available to consumers. The surplus removal program was designed to divert only low grade potatoes into dehydrated forms.

William M. Case, head of the Commodity Credit Corporation's potato division, had been a potato farmer in Colorado and he began to work on a scheme for making use of the potato culls.

Because of the high nitrogen free extract or carbohydrate content of potatoes they were suitable for making industrial alcohol. Distillers can't use raw potatoes, but they can use the cooked and dehydrated pulp for alcohol, important in the manufacture of synthetic rubber and munitions.

Conversion Process Gets Underway

Mr. Case is familiar with the sugar beet industry in Colorado. He noted that large sugar factories stood idle eight months of the year and thought they could be used for dehydrating potatoes. Also that sugar beet and potato crops grow in the same regions. Experimentation was done in the sugar factories and the converting process started last March.

By this June, 11 sugar factories and small dehydrating plants had made 13,000 carloads of low grade potatoes into the required dry pulp. Each sugar factory can handle from 20 to 40 carloads of potatoes a day.

In the sugar plants the potatoes are put through a similar process of being turned into dry pulp that is used for sugar beets...except the potatoes are sent into a drier instead of being run through the process where juice is extracted from sugar beets.

Potatoes are dehydrated

First, the spuds are thoroughly washed. Then they go into a slicer and are cut in shapes similar to shoe string potatoes... "cossettes" the trade calls this cut. Next they are put into a drier at high temperature. Here the potatoes shrivel to the extent that six tons of raw potatoes give one ton of dry potatoes. This dried product then is shipped in box cars to alcohol plants or to livestock feed mills. Mixed in livestock feed, dehydrated potatoes can take the place of corn in the feed ration, to a considerable degree.

Many Experiments Performed

To see what other products could be made from potato pulp, experiments were performed to make glucose sirup and potato starch. The potato glucose sirup developed is similar to corn sirup and can be used as a sweetening in candy. The potato starch manufactured was used as a sizing in cotton textiles.

The results of this handling of the 1943 potato crop have led the way for putting future surplus potatoes into beneficial economic use instead of allowing...as in the past...many carloads to be wasted. Also profitable year 'round use can be made of the large sugar plants.

x x	x
x	x
x	BEST BUYS IN FRESH FRUITS AND VEGETABLES
x	x
x	Based on comparative abundance and relatively low
x	price, in most retail markets of the Southwest,
x	as reported by the WFA Office of Distribution.
x	x
x x	x

Fresh string beans have crowded their way into the "best buy" list in fresh fruits and vegetables. Other favorites ranking high in abundance and relatively low price include cabbage, onions, and Irish potatoes. Abundant in many markets are fresh corn, peaches, peppers and spinach.

"Best buys" by states include:

ARKANSAS.....Corn, black-eye peas, string beans, squash, limes, grapefruit, oranges, beets, turnip greens.

COLORADO.....Black-eye peas, string beans, cabbage, cauliflower, lettuce, Irish potatoes, rhubarb, oranges, cherries, apricots.

KANSAS.....Tomatoes, cucumbers, cauliflower, peaches, apricots, citrus fruits, onions, cabbage, spinach, string beans, Irish potatoes.

LOUISIANA.....Irish potatoes, oranges, lemons, bell peppers, cabbage, cauliflower.

NEW MEXICO.....Oranges, lemons, grapefruit, carrots, cabbage, Irish potatoes, dry and green onions, turnips, beets, lettuce, squash, English peas, bell peppers, peaches, plums, black-eye peas.

OKLAHOMA.....Beets, carrots, Irish potatoes, string beans, onions, squash, tomatoes.

TEXAS.....Northern Section: Beets, string beans, corn, onions, cucumbers, Irish potatoes, squash, tomatoes, carrots.
Southeast Section: Cabbage, onions, English peas, bell peppers, tomatoes, citrus fruits, Irish potatoes, string beans, carrots.

"Best buys" in key markets:

ARKANSAS.....Pine Bluff: Corn, black-eye peas, string beans, squash, grapefruit, oranges.
Little Rock: Oranges, limes, string beans, beets, turnip greens.

COLORADO.....Denver: Black-eye peas, string beans, cabbage, cauliflower, lettuce, Irish potatoes, rhubarb, oranges, cherries, apricots.

KANSAS.....Topeka: Tomatoes, cucumbers, cauliflower, peaches, apricots.
Wichita: Citrus fruits, onions, cabbage, spinach, string beans, Irish potatoes.
Hutchinson: Citrus fruits, onions, cabbage, spinach, string beans, Irish potatoes.

LOUISIANA.....Baton Rouge: Irish potatoes, oranges, lemons, bell peppers.
New Orleans: Irish potatoes, cabbage, cauliflower,

NEW MEXICO.....Albuquerque, Oranges, lemons, grapefruit,
Santa Fe and carrots, cabbage, Irish potatoes,
Gallup: dry and green onions, turnips, beets.
Las Vegas: Irish potatoes, carrots, beets, turnips.
Las Cruces: Oranges, grapefruit, carrots, beets, lettuce, squash, Irish potatoes, turnips.
Roswell: English peas, cabbage, black-eye peas, bell peppers, dry onions, peaches, plums, carrots.

OKLAHOMA.....Ardmore: Beets, carrots, Irish potatoes.
Oklahoma City: String beans, onions, Irish
potatoes, squash, tomatoes.

TEXAS.....Fort Worth: String beans, beets, carrots, corn,
cucumbers, onions, Irish potatoes, squash, tomatoes.
Houston: Cabbage, onions, English peas, bell
peppers, tomatoes, citrus fruits.
Beaumont: Irish potatoes, onions, string beans,
cabbage, carrots, oranges, grapefruit.

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DALLAS, TEXAS

July 1, 1944

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CURRENT SERIAL RECORD

JUL 21 1944



Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

SCHOOL LUNCHES CONTINUE...They're community affairs and safeguard the health of the nation's children. You'll be glad to know the Congress has approved them for the 1944-45 term.

FRUIT FOR HOME CANNING...Next winter they'll be the bright spot in the food picture because smaller supplies of commercially canned fruits will be available to us.

HAND PICKED FOR FRESHNESS...You'll want to know a few of the pointers to stress in selecting and preparing fruits for canning.

MORE ABOUT CHEESE...It's a fighting food and went to war months and months ago. That's why red points continue high.

PAPER CRISIS...There's no relief in sight on the paper shortage until the lumberjacks return from overseas, but civilians can do a constructive job NOW.

THE ENRICHMENT STORY...Enriched white flour is just as white as ordinary white flour but it's far more nutritious.

"THE BIG FIVE"...in fresh fruits and vegetables are string beans, tomatoes, onions, Irish potatoes and cabbage.

WAR FOOD ADMINISTRATION
Office of Distribution

-----SCHOOL LUNCHES TO CONTINUE-----

During the 1943-44 school year, more than four-million children in 31,000 schools throughout the nation participated in the School Lunch Program, assisted by the War Food Administration. Because it was convinced of the value of this program to American children, the Congress has appropriated 50-million dollars for furnishing foods served at school during the 1944-45 term. This is the same amount that was appropriated last year.

They're Community Affairs

Lunch at school and in child care centers will continue in 1944-45 as the community affairs they were in the past. Generally, the School Lunch Program operates under the local sponsorship of school boards or other school organizations.

Parent-Teacher Associations, civic groups, American Legion Posts and other non-profit organizations also act as sponsors of School Lunch Programs.

The War Food Administration will continue to reimburse local sponsors for their purchases of food up to a maximum amount, determined by the type of lunches served. The WFA also will distribute directly to schools suitable foods which are purchased through its price support program.

This is the Way the Program Works:

The sponsors of the school lunchroom sign an agreement with the War Food Administration's Office of Distribution, the Government agency disbursing the funds. The sponsors tell what kind of lunch they plan to serve and how many children will eat it.

Then the WFA agrees to pay back from two to nine cents for each lunch, depending on the type of meal served and the need of a school for assistance. However, the WFA expenditures in any school for this program cannot exceed the total amount spent for food by the local sponsor.

The sponsors will buy all the food and submit monthly claims and reports of program operations. Then the Government will reimburse to the local sponsor. Local groups must pay for the lunchroom equipment and labor since the federal funds are to be used SOLELY for food purchases.

Lunches Safeguard Health of Children

You may wish to remind your listeners that organizations such as Nutrition Committees and civic clubs can lend their assistance to initiate a local program where it is needed. With community canning centers in operation, some of the extra produce this summer might well be donated for use later in school lunchrooms.

The School Lunch Program safeguards the health of the nation's children by assuring them at least one-third of their daily nutritive requirements. It develops good food habits among children and introduces them to a wide variety of nutritious and plentiful foods.

In addition, the School Lunch Program will help give farmers and food distributors additional outlets for commodities in local abundance.

For detailed information, contact your Regional Office of Distribution, War Food Administration at 425 Wilson Building, Dallas 1, Texas.

-----FRUIT FOR HOME CANNING-----

Because smaller supplies of commercially canned fruits will be available to civilians next winter, wise homemakers are looking over their canning equipment now and making estimates of how much fruit the family will need in the coming months.

On their efforts will depend the quantities of canned fruits served at winter meals. And a bright spot in the picture is the fact that supplies of fresh fruit on the market will equal, and in some cases, surpass that of last year.

Apricot Crop is Large

The apricot crop is estimated at three times as large as in 1943...about a third above average. Even with more apricots being dried and canned for direct war needs, the fresh fruit available for home consumption and canning will be about fifty percent more than last year.

California, which produces 90 percent of the apricots, expects a harvest of over 23-million boxes (25 pounds each), compared to about 6 1/2-million boxes last year. The state of Washington expects over a million-and-a-half boxes of apricots...it's largest crop on record.

In 1943 most of the canned and dried apricots went to non-civilian claimants, with only about a tenth of the commercial pack going to U. S. civilians. This year, besides having more fresh apricots for home canning, U. S. civilians will receive more than a third of the much larger canned and dried pack.

Peach Crop is Large, Too

The peach crop promises to be 60 percent larger than last year and 17 percent above the average. However, non-civilian claims have doubled for canned peaches, and the set-aside for dried peaches will equal that of last year. So if folks at home want more canned peaches than they were able to buy last year, they will depend on home canning efforts. According to present allocations, civilians will be able to plan on having twice as many peaches for fresh use and for canning as they did last year.

Apple Prospects Indicate Normal Crop

There is no official report on the apple harvest as yet, but prospects now are for at least a normal crop, and one a third larger than last year's small yield.

Pear Crop is High

The pear crop will average about 15 percent more than last year, with the large increases in the East and Pacific Northwest where the crop matures in the late summer and early fall. Here again non-civilian requirements have been increased and U. S. civilians can only expect about the same quantity of the total crop they received last year for fresh consumption.

Plum Supply is Smaller

Plums are one of the fruits in smaller supply than last year.

-----HAND PICKED FOR FRESHNESS-----

In line with our summary of the fresh fruit supply for civilians, here are a few pointers to stress in selecting and preparing fruits for canning.

Fruits should be firm and ripe. For canning buy only fresh fruits produced locally or that which arrived by shipment in tip-top condition.

If fruits must be held, keep them cool and well ventilated.

When ready to be canned, fruit should be sorted for size and ripeness...this is to assure more even cooking. Avoid using fruit for canning that shows signs of decay. Even if bad spots are cut out, bacteria may remain in the rest and spoil the whole batch. Set aside soft but sound fruit for juice or jam.

Pre-cook Fruit

Fruit should be pre-cooked briefly before it's canned. When packed hot the fruit shrinks and more will go into the jars...also the processing time in the canner is shortened. Fruits may be pre-heated in fruit juice, in sirup or water. Some fruits when heated yield enough juice of their own without more liquid. Adding sugar before heating also helps to draw out the juice.

Know how many pints or quarts of canned fruit will be made from a bushel of peaches or a few cups of berries before you start to can. That way you'll come out even, with jars.

A tape on page 13 in the new bulletin "Home Canning of Fruits and Vegetables", tells how much canned yield to expect from fresh fruits. This bulletin may be obtained by writing to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

-----MORE ABOUT CHEESE-----

Cheeses which have been point-free for a two-weeks' period, are back on the ration list at four red points per pound.

They were ration-free for that period to permit reduction of large stocks of perishable cheeses in wholesalers' and retailers' hands. American cheese (or cheddar) still requires 10 red points per pound, and perhaps your listeners are wondering why.

As you know, we're sending large quantities overseas. American cheese is ideal for the boys at the fighting front. First place, it keeps equally well in tropical or freezing climates. Then it's especially valuable as a food, because it contains more milk solids and less water per square inch, than most other types of cheeses.

What's more, American cheese can take rough treatment; it can be stored away for long periods of time, and when it's ready for use it's still fresh and full of flavor.

Cheese is A Fighting Food

Our Allies need cheddar, too, to make up for diminished milk and meat supplies. And it's an essential food in Red Cross packages to American prisoners.

The Government has reserved sixty percent of July and August cheddar cheese production for direct war uses. The reason for high set-asides in July and August particularly, is that production is greater in these months. When production declines during the fall and winter months, the Government will take less cheese so that civilian supplies will remain even for the year.

-----PAPER CRISIS-----

There's no relief in sight on the paper shortage question, until America's lumberjacks return from overseas.

We'll soon be virtually without wrapping paper...paper cups... shipping bags...corrugated cardboard boxes for groceries... paper clothes hangers...and clothes boxes. There's a black market right now in merchandise cartons because they are so greatly in demand.

Paper Fills Many Needs

Paper is most needed in our shipments overseas. Jeeps are packed in paper. So are airplane parts, soldiers uniforms, and food. It takes fifty-two pounds of paper to pack one ambulance. Then too, precious capsules of medicine, and blood plasma -- all these things are carefully paper-wrapped, and it has to be good paper.

Let's Conserve All We Can

That's why we're asked especially to be sure to conserve heavy brown grocery and shopping bags and wrapping paper -- also the corrugated and fiber boxes that canned goods are shipped in. And laundry boxes, cereal boxes, salt cartons, and big suit and hat boxes.

These cartons should be opened and folded for collection along with newspapers. Heavy quality papers contain wood fiber that goes into the packaging of foods and goods which go from the factory to the retailer, and also overseas. Food and equipment is useless to a soldier on the battlefield if it arrives weather-beaten and damaged.

It's not a great effort to gather up paper around the house, and see that it gets collected for salvage. It takes a little time but in the long run it's going to mean more paper for our needs at home. What's more important to all of us...regardless of the time it takes or the inconveniences it causes...it's going to facilitate sturdy, substantial packing of vital foods and materials going overseas.

-----THE ENRICHMENT STORY-----

It's a good idea to keep reminding your listeners about the value of buying enriched white flour.

There is now in effect, as you know, a Government ruling that every loaf of white bread and all plain rolls on the market, be enriched to approved nutritive standards.

Not all Flour is Enriched

But...only about 70 percent of all family flour on the market today has been enriched. In other words, it's possible for a homemaker to buy white flour that is un-enriched...and she then doesn't receive full benefit of the important vitamins and minerals which were present in the whole grain.

Just to keep the whole story straight...here are the latest facts on enrichment.

When white flour is milled, part of the wheat is removed in the process. This part contains important food elements necessary for good health. So white flour is enriched with synthetic vitamins, in order that it contain the same vitamins and minerals as whole grain flour.

Enriched Flour Contains Important Food Elements

Of course, all white flour contains calories...but un-enriched flour does not contain the same amount of important food elements as flour that has been enriched.

Enriched flour, in case there is still some doubt, is just as white as ordinary white flour...and it has the same rising qualities. There is no visible change...it has simply been made more nutritious.

What is Enriched White Flour?

Here is what the label "Enriched White Flour" means. For one thing, the vitamin niacin has been restored. Niacin is the vitamin which helps to prevent pellagra, a disease which weakens thousands of people in this country.

Then, too, thiamin has been added. Thiamin has been called the "morale" vitamin because the lack of it tends to cause unsteady nerves, irritable dispositions, poor appetites, and a tired feeling.

The third vitamin is riboflavin, the lack of which is apt to make you feel weak and run-down...have unhealthy-looking skin...hair without lustre...and eyes that look dull and tire easily.

Then, fourth, iron is added...Iron, the important mineral which helps to build good red blood. These food elements are required in specific amounts before flour can bear the label "Enriched".

Plain white flour may be enriched by the addition of the required amounts of vitamins and minerals, or the wheat may be milled in such a way that the flour contains some of the outer layers of the wheat kernel. Then, too, these two methods may be combined.

Enriched bread can be made by any one of four methods. Either enriched yeast is used...or enriched yeast and plain flour...or sometimes the required minerals and vitamins are added directly to the dough in pellet form. Riboflavin may be added to the bread by the use of powdered milk in the dough mix. These methods also may be combined.

Un-Enriched Flour Is a Few Cents Cheaper

It's especially important to emphasize to your listeners the highly nutritious qualities of enriched white flour. Un-enriched flour is a few cents cheaper, and therefore may tempt the housewife who does not know the difference between the two. If every housewife will insist on "enriched" white flour when she buys, the millers who are still putting out un-enriched flour will have to start enrichment, because of the increased demand.

x
 x
 x BEST BUYS IN FRESH FRUITS AND VEGETABLES x
 x
 x Based on comparative abundance and relatively low x
 x price, in most retail markets of the Southwest, x
 x as reported by the WFA Office of Distribution. x
 x
 x

The "big five" in fresh fruits and vegetables are string beans, tomatoes, onions, Irish potatoes and cabbage. Following close on their heels in popularity are generous supplies of carrots, beets and squash. Other front-rank contenders for varied war-time menus include cherries, apricots, plums, watermelon and cantaloupe.

"Best buys" by states include:

- ARKANSAS.....Black-eye peas, new potatoes, string beans, beets, grapefruit, carrots, cabbage, lettuce, oranges.
- COLORADO.....Black-eye peas, cabbage, lettuce, Irish potatoes, tomatoes, onions, apricots, grapefruit, oranges.
- KANSAS.....Apricots, cherries, lettuce, cauliflower, onions, citrus fruits, string beans, Irish potatoes, cabbage, carrots.
- LOUISIANA.....Crowder peas, Irish potatoes, corn, grapefruit, squash, black-eye peas.
- NEW MEXICO.....Plums, grapefruit, oranges, lemons, beets, Irish potatoes, carrots, onions, turnips, apricots, cauliflower, squash, cantaloupe, cabbage, string beans, rhubarb.
- OKLAHOMA.....String beans, cabbage, corn, onions, Irish potatoes, tomatoes.
- TEXAS.....Irish potatoes, green beans, carrots, cabbage, onions, black-eye peas, tomatoes, cantaloupe, plums, cherries, bananas.

"Best buys" in key markets:

- ARKANSAS.....Pine Bluff: Black-eye peas, new potatoes, string beans, lima beans, grapefruit.
- Little Rock: Carrots, beets, cabbage, lettuce, oranges.
- COLORADO.....Denver: Black-eye peas, cabbage, lettuce, Irish potatoes, tomatoes, onions, apricots, oranges, grapefruit, watermelons.

KANSAS.....Topeka: Apricots, cherries, lettuce, onions, cauliflower.

Wichita: Citrus fruits, green beans, onions, cauliflower, Irish potatoes.

Kansas City: String beans, new potatoes, oranges, cabbage, carrots.

LOUISIANA.....Baton Rouge: Crowder peas, Irish potatoes, corn.

New Orleans: Irish potatoes, grapefruit.

Shreveport: Irish potatoes, squash, black-eye peas, corn.

NEW MEXICO.....Albuquerque, Plums, grapefruit, oranges, beets, Santa Fe and lemons, carrots, turnips, Irish Gallup: potatoes, dry and green onions.

Las Vegas: Oranges, grapefruit, lemons, beets, carrots, turnips, Irish potatoes.

Roswell: Apricots, cauliflower, squash, cabbage, cantaloupes.

Las Cruces: Oranges, grapefruit, carrots, Irish potatoes, cabbage, squash, string beans, rhubarb.

OKLAHOMA.....Oklahoma City: String beans, cabbage, corn, onions, Irish potatoes, tomatoes.

TEXAS.....Beaumont: Irish potatoes, string beans, carrots, cabbage, onions.

Houston: Black-eye peas, Irish potatoes, plums, tomatoes, cantaloupes, cherries, bananas.

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☆ JUL 14 1944 ☆

U. S. DEPARTMENT OF AGRICULTURE

DALLAS, TEXAS
July 8, 1944
No. 28

Radio Round-up

on food...

For Directors of
Women's Radio Programs

IN THIS ISSUE

IT SURPASSES ALL REFRIGERATORS...This new storage place has 12-million cubic feet of space...and can handle between 3,000 and 3,500 carloads of food with ease.

UNCLE SAM AND HIS EGGS...He's had a busy season at the market turnstiles this season protecting both the producer and the consumer. Some eggs will be dried...some will be frozen...others will remain in storage for use later.

CANNING WITH THE NEIGHBORS...It's a new war job reminiscent of the old-time quilting party and fills a real and definite need. Forty-five states already have preservation centers.

FACTS ABOUT THE FOOD SUPPLY...More of some...less of some...and about the same amount of others. Long-range forecasts might not always turn out 100 percent correct, but we still will have enough to cover essential needs.

WHAT'S ON THE MARKET THIS WEEK?...There are generous supplies of snap beans, cabbage, carrots, Irish potatoes, tomatoes and black-eye peas, to name a few. Grapefruit, plums and peaches also are plentiful in some places.

**WAR FOOD ADMINISTRATION
Office of Distribution**

-----A REFRIGERATOR WHICH SURPASSES ALL REFRIGERATORS-----

Have you ever wondered if the family refrigerator would hold another particle of food without a tumbling act next time you opened the door?

That's the thing that's been bothering Uncle Sam for months... especially as commercial storage space filled and agricultural commodities continued to pour into markets during seasons of heavy production.

How to solve the problem in face of the existing shortages of material and labor? This was the grave concern of everyone.

Somewhere along the line, Lt. Col. Ralph W. Olmstead, deputy director of the War Food Administration's Office of Distribution, recalled as a boy visiting icy caverns in the western deserts. He directed a search for possible "natural" refrigerators...and a 75-year old limestone mine near Atchison, Kansas, was picked to become the largest single cold storage house in the United States.

It'll Hold a Huge Amount of Food

The mine has 12-million cubic feet of space...about 10 percent of all public cooler space in existence in this country. With a normal temperature in the 50's and natural insulation formed by limestone, the mine presents no problem for refrigerating engineers.

A number of cooler units will be placed at strategic spots through the mine, giving it a temperature between 30 and 32 degrees. Between 3,000 and 3,5000 carloads of food can be stored with ease.

Also because of its natural floor, there is no limit to the load that can be piled up at any one point. A fourteen foot ceiling gives plenty of clearance for the movement of trucks. Three hundred feet from the entrance is a railroad siding and additional tracks can be laid to unload stocks from freight cars. These cars then can be moved into the mine in small trains pulled by tractors.

It'll Save Storage Bills

A building equal in floor space to this mammoth natural refrigerator would have cost about \$15,000,000. The Atchison project will cost one-tenth this figure. In addition the government will save about three-and-a-half-million dollars annually in storage bills.

The project will benefit the farmer because it will be possible for him to market products even after all commercial storage is filled. The consumer will be protected because this government

operated refrigerator will keep seasonably abundant eggs and lard and other food from spoiling. Here also will be held food for eventual release to liberated countries and countries under lend-lease. Since the refrigerator is nearly in the center of the United States, supplies may be shipped either east or west as the situation requires.

The Doors Won't Bulge

War Food Administration officials are hopeful of placing portions of the mine in operation August 1. Lard will be stored as soon as the project is completed. As the vast interior becomes chilled, fat backs, salt and cured meat, dried fruits, and dried eggs also will be put away for future use.

The refrigerator doors at the Atchison project will never bulge either. Mining of limestone by the present owners will continue, and under such an arrangement new storage space will be continually available.

-----U N C L E S A M A N D H I S E G G S-----

"Purchase an extra dozen eggs" was a familiar plea to consumers this spring and early summer in view of the especially abundant supplies of shell eggs. Uncle Sam was also in the purchasing line at the market turnstiles to protect both the producer and consumer.

By buying shell eggs which were coming to market in excess of consumer demand...and at a price in accordance with law...the government assured the producer a fair return for his labor and investment. If prices had not been supported, producers might well have sold off too many laying hens, which would have resulted in egg shortages this coming fall and winter. However, now that the seasonal peak in egg production is passed, the War Food Administration is able to curtail its purchases of eggs for the time being.

Uncle Sam Bought Lots of Eggs

The stocks of eggs purchased by the War Food Administration to support prices will not be "dumped" on the market. Of the 10,000 carloads...6,200,000 cases...of shell eggs purchased by the War Food Administration during the first six months of 1944, more than 3,000 carloads already have been placed.

About 500 cars of eggs have been distributed to school lunch programs and to hospitals and institutions throughout the United States. Nearly 2,000 carloads have been sold to the trade, mostly for drying purposes. The dried eggs will be purchased for our Allies under the lend-lease program.

Many Are Being Frozen

Since mid-May about 500 carloads of eggs have been broken and frozen for the War Food Administration. The frozen eggs will be held by the War Food Administration as a backlog for use later in the season.

The better grades of shell eggs will be retained in storage for use by civilians during the fall months in case a seasonal shortage develops.

-----CANNING WITH THE NEIGHBORS-----

The development of community food preservation centers throughout the country indicates that canning for home use will be definitely increased this year. It is estimated that between 5,000 and 6,000 centers will be in operation this season...or approximately 35 percent more than last year.

Plants Are Being Made Compact

One of the most interesting new trends in community canning is the effort being made to improve centers already established, either by purchasing additional equipment, or by re-arranging the plant for better flow of work, thereby increasing the productive capacity of the center.

There also has been a trend to use tin in preference to glass containers, which practice also increases production. In some sections of the country, centers have added cooling units, slaughter houses, smoke-houses for curing meats, freezer locker units and et cetera. These facilities serve a real and definite need especially in rural areas.

Nearly every center in the country now is supervised by persons who have been specially trained. Through national, regional, state, and area workshops, practically every supervisor and operator has had an opportunity to receive training.

The South Leads the Nation

According to the most recent survey, the largest number of community canning centers are located in the South which has 47 percent of the total. However, this year there has been great expansion in the Southwest and West. Forty-five states already have established food preservation centers.

The main idea behind community canning centers...as you know... is to prevent waste of food by making available equipment and supervision, so that whole communities may can food for their own use. This is extremely important now, because there will not be as much canned food available to civilians this fall and winter, and families will benefit by canning their own food in order to assure well-balanced diets for the coming winter.

Share Your Garden With Neighbors

Women are urged to can only nutritious foods, and to put up such quantities as they are able to use in their own homes...NO MORE. If their gardens produce more than they need, they are urged to share their crops with their neighbors or to can these abundances for school lunch needs.

Find Out Where Local Center is Located

It might be a good idea to urge your listeners to find out if a canning center is located in their community...perhaps they would be interested in finding out just how these centers generally get into operation.

In most cases, interested citizens make an appeal to the County Commissioners, the Rotary Club, the Parent-Teacher Association, or other civic organizations...and as a result...surveys are made, and a meeting is held in which a committee is appointed to take charge of the project. The committee works out plans...orders equipment, sets up procedures. Money is raised from individuals, or is donated, to start the operation.

Success Depends on Community

In many cases, the canning center becomes self-liquidating, through the expedient of charging 5 cents or 6 cents a can to the participants. The success of a canning center seems to depend on the degree of enthusiasm and spirit of cooperation in the community. In many communities, the food preservation center is a 1944 version of the old-time quilting party...where the neighbors get together for a good time, and incidentally, do a big day's work.

The scope of the development of these centers has been largely dependent upon wartime conditions. Many universities are taking the lead in providing the courses for students and laymen...and often provide actual canning centers on the campus, for practical application of the training. This seems to be a good indication of community food preservation as a permanent enterprise.

-----F A C T S A B O U T T H E F O O D S U P P L Y-----

At present most foods are in good supply and will continue so during the current growing season...barring unfavorable weather.

Beyond the current season, the food supply for American civilians depends upon: The progress of the war...the weather...labor for emergency work on farms and in food processing plants...new farm machinery...and Victory gardening and home canning efforts.

While long-range forecasts about food may not always turn out 100 percent correct, here in brief is the present outlook for civilian supplies per capita:

D A I R Y P R O D U C T S: Fluid milk about the same as last year...well above pre-war. Butter, cheese and evaporated milk continue under rationing, with military requirements heavy.

V E G E T A B L E S: Seasonal abundances of fresh vegetables... especially onions, celery, cabbage, green peas, snap beans, tomatoes and melons.

F R U I T S: Fresh fruits, especially deciduous, more plentiful, but canned fruits and juices about the same as last year's low supply.

S U G A R: Enough to cover essential needs but not to increase rationed amounts.

X
X
X BEST BUYS IN FRESH FRUITS AND VEGETABLES X
X
X Based on comparative abundance and relatively low X
X price, in most retail markets of the Southwest, X
X as reported by the WFA Office of Distribution. X
X
X X

"Best buys" by states include:

ARKANSAS.....Carrots, cabbage, lettuce, plums, oranges.

COLORADO.....Lettuce, onions, black-eye peas, Irish potatoes, cantaloupe, apricots, grapefruit, oranges, peaches, carrots.

LOUISIANA.....Irish potatoes, corn, squash, black-eye peas, tomatoes, lettuce, cantaloupe, peaches.

NEW MEXICO....Cabbage, onions, turnips, beets, carrots, squash, plums, peaches, apricots, oranges, lemons, Irish potatoes, grapefruit, lettuce.

OKLAHOMA.....Snap beans, corn, onions, Irish potatoes, tomatoes.

TEXAS.....Irish potatoes, tomatoes, black-eye peas, plums, okra, corn, carrots, cabbage.

-----CONSERVE THOSE PAPER BAGS-----

Retail stores of the country will have only half their usual supply of wrapping paper and paper bags for the four months May, June, July and August.

Total production of paper and paper bags for carrying foodstuffs will be about 11 percent less than the first quarter and approximately 23 percent less than the second quarter last year. The 1943 production was also 20 percent below that of 1942...a "normal" year.

The present prospective shortage of these materials threatens to become a serious bottleneck in the distribution of foodstuffs to civilians unless both retailers and consumers cooperate in alleviating the situation.

Inventory of Pulpwood is Low

Since 1941 the consumption of pulpwood...the primary raw material used in the manufacture of paper and paperboard...has been at a higher rate than imports and domestic production. As a result the inventory is now down to about three-fourths of normal.

There is a shortage of manpower in the woods to cut the pulpwood. Trucks used in hauling pulpwood out of the woods are wearing out. Then too, before the war, we imported a part of our pulpwood from Canada. Wood pulp came from Canada, Norway, Sweden and Finland. The bulk of the newsprint was shipped in from Canada. The war cut off our wood pulp supply from Scandinavia and has reduced our supply of pulpwood, wood pulp and newsprint from Canada.

Equipment is Wrapped Individually

Packaging of supplies for shipment to men on the fighting fronts is fully as important as producing the supplies themselves. Clothing, equipment and food are useless if the packages carrying them fail to protect the commodity in transit. Every piece of equipment has to be individually wrapped in waterproof paper... usually in triple layers. Smoke and explosive shells for 4.2 inch chemical mortars are individually wrapped and then placed in boxes with waterproof liners.

It takes 25 tons of blueprint paper to make a battleship. Each signal corps radio set takes 7 pounds of kraft paper and 3 pounds of book paper. There are 700,000 different kinds of items shipped to the Army, and they are paper-wrapped or boxed.

More than 8,000 tons of paper are consumed every year by the chemical warfare service for waterproofing overseas shipments. The entire output of one paper mill is not enough to keep up with the demands of storage depots alone.

If current allocations of paper bags and wrappings are to go around, stores and customers must conserve supplies. Many articles will have to be accepted unwrapped by the customer. Purchases from different departments of the store will have to be put all in one bag.

Carry Packages "As Is"

Merchandise already wrapped or boxed...such as bread, cereals, soap products, coffee, carton eggs should be taken "as is." So urge your listeners to carry shopping bags or baskets and re-use paper bags whenever possible.

The best way for both retailer and consumer to get more paper bags and wrappings is, of course, to collect more waste paper.

DALLAS, TEXAS
July 15, 1944
No. 29



Radio Round-up

on food...

For Directors of
Women's Radio Programs



IN THIS ISSUE

LET'S TALK TURKEY... Uncle Sam is in the turkey business. G. I. Joe will have all the traditional "fixings" this year for holiday dinners...regardless of where he's stationed.

THE FAT OF THE LAND... The peak of milk production has come and gone. We'll get less butter and cheddar cheese now...more of other kinds of cheese...also more condensed milk.

FREEZING FRUITS AND VEGETABLES... is one of the best means of food preservation...They'll supplement winter meals.

EGGS IN DAILY MEALS... They can be served in a variety of ways... and make foods smoother and richer.

FRUITS WILL BUTTER THE BREAD... and stretch the "spread" on toast and sandwiches.

ANOTHER TRIP FOR THAT WOODEN CONTAINER... Use it time and time again. It has high re-use value.

UNCLE SAM'S RESERVOIR OF FOOD... represents a lot of groceries but they're needed for war purposes.

WHAT'S PLENTIFUL... A lot of old stand-bys and many fresh fruits, too.

US Department of Agriculture
Food Distribution Administration

-----TURKEY TALK IN JULY-----

Turkeys sent to American fighting forces have played an important role in building morale since the war began. As a result, holiday dinners this year will again feature turkey and "fixings" wherever an American fighting force is stationed.

The turkeys will be obtained by the U. S. Army Quartermaster Corps under a set-aside order announced by the War Food Administration, to be effective July 17, 1944.

This order, WFO 106, will operate in nearly all the states west of the Mississippi river, and includes Texas, Oklahoma, Arkansas, New Mexico, Colorado and Kansas. They are among the Nation's major turkey producing area

The Amount Needed is High

All turkeys marketed and dressed in these areas will be set aside until the quantity needed is obtained. While the actual quantity to be procured for all the armed services cannot be disclosed, the amount probably will exceed the 35-million pounds obtained under a similar Food Order last year and will be in addition to the 8-million pounds of hen turkey obtained during April and May.

Turkeys were Featured Last Year

Last year turkeys for Thanksgiving, Christmas and New Year's Day dinners went by ship, plane, truck, jeep, muleback and manback to battlefronts. Sailors and marines wounded on Tarawa ate turkey in sick bay aboard ships that evacuated them from the island. Turkeys were cooked in galleys of American fighting surface ships and submarines in the Pacific, the Atlantic and the Mediterranean. Turkeys were featured holiday courses for our forces stationed in North Africa, Italy, England and at home.

Civilians Will Get Less

Since the requirements for the armed forces are greater this year, the supply of "holiday birds" for civilians will be somewhat smaller. It's expected that civilians will have available about 3 pounds of turkey per capita this year. This is only about a quarter-pound less per person than last year.

Due to favorable weather and growing conditions thus far in the major turkey producing areas, turkey slaughter is expected to total 480-million pounds compared with an actual total of 466-million pounds last year. By way of comparison, in the pre-war years 1935-39 the average per capita consumption was 2.6 pounds of turkey.

-----THE FAT OF THE LAND-----

Because the peak season for milk production is passed, less butter and cheddar cheese will be available for our total civilian population during the July through September period... less than for the past three months.

With the exception of butter, the supply picture of other edible fats and oils is improved. Civilians will be getting one billion, 41-million pounds for consumption during July, August and September, compared with 998-million pounds for the past quarter.

Butter Allocation is Down

The civilian allocation of butter for the next three months is down about 37-million pounds...about 395-million pounds compared with 432-million pounds for April through June. Because of requirements for the armed forces it'll be necessary to continue the butter set-aside program through September or October. So civilians can expect less butter the rest of this year than they had the past six months.

Some Cheeses Are Up

Cheddar cheese supplies for civilians also will be smaller during the present quarter...103-million pounds compared with 120-million pounds for the preceding three-month period. The current allocation is larger than for the months October 1943 through March 1944 when civilians were getting 90-million pounds each quarter. While the Cheddar cheese allocation has been cut, civilians will have about 6-million pounds more of Swiss, Italian, Limburger and other similar types of cheese during the next three months.

Evaporated Milk is Down But Condensed Milk is Up

Evaporated milk supplies for civilians, too, will be smaller during the next quarter...about 383-million pounds compared with 435-million pounds from April through June. In partial compensation, the condensed milk allocation has been upped about 4-million pounds.

-----FREEZING FRUITS AND VEGETABLES-----

For the year beginning July 1, war requirements will take slightly more than half of our supply of commercially canned fruits and vegetables. So folks who can get fresh produce are planning to supplement winter meals with foods preserved at home. They will be canning, brining, drying and freezing foods.

Where freezer locker storage is available, it's one of the best means of food preservation. Vegetables and fruits that are frozen keep almost all of their natural color, flavor and nutritive value.

Frozen Foods Keep a Long Time

All fresh foods contain bacteria and organisms that multiply and soon spoil food at ordinary temperatures. While the action of bacteria and enzymes is not stopped completely by freezing temperatures, it is slowed. So foods at zero degrees Fahrenheit keep for six months to more than a year in about the same condition as when they were first frozen.

The Bureau of Agricultural and Industrial Chemistry in the U. S. Department of Agriculture has recently issued a bulletin telling how to prepare vegetables and fruits for freezing. The pamphlet outlines preparation steps and methods of packing. For a free copy, write to WFA's Regional Office of Distribution, 425 Wilson Building, Dallas 1, Texas, or the Office of Information, U. S. Department of Agriculture, Washington 25, D. C., and ask for bulletin AWI-100, "How To Prepare Vegetables And Fruits For Freezing".

-----EGGS IN DAILY MEALS-----

Eggs served "as eggs" or hidden in the cooking are a versatile food in summer meals.

The Bureau of Human Nutrition and Home Economics in the U. S. Department of Agriculture has just issued a pamphlet, "Egg Dishes For Any Meal". This pamphlet on yellow paper tells first the familiar ways to fix eggs, stressing a few fundamental rules so that the eggs will not be cooked to a tough and leathery state.

There are over 40 recipes given for using eggs...with vegetables and cereals...in salads...salad dressings...and sandwich spreads...as custards and other desserts.

Eggs Make Richer and Smoother Foods

Although eggs are still in good supply across the country, the recipes in this pamphlet can be used whether eggs are scarce or plentiful.

The smaller number of eggs called for in a recipe give an appetizing dish. But when the homemaker has an abundance of eggs, she can use the larger number called for in the recipe and get more food value. Egg dishes, such as custards and puddings, will be smoother and richer when more eggs are used.

Broadcasters may wish to tell their listeners of this 16-page booklet. A free copy may be obtained by writing WFA's Regional Office of Distribution, 425 Wilson Building, Dallas 1, Texas, or the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Ask for bulletin AWI-89, "Egg Dishes For Any Meal".

-----FRUIT BUTTERS THE BREAD-----

With butter supplies smaller the rest of the year, the wise home-maker is now making jelly and fruit butters to stretch the "spreads" on toast and sandwiches this winter.

Fruit Butter Saves Preparation Time

Fruit butter is more economical of sugar than any other fruit spread. Also, many fruits too small or imperfect in shape for canning make excellent fruit butter. Since no straining of the fruit is necessary as for jelly, fruit butter also saves on preparation time and increases the bulk of the product.

The fruits most commonly used for butters are tart apples, pears, apricots, grapes, peaches, plums and quinces. Apple butter made with cider has an especially good flavor. Or apples may be combined with grapes, quinces or plums.

Use Sound, Ripe Fruit

To make fruit butter, use only sound, ripe fruit...or firm portions of windfalls or culls. Cook the fruit until soft, stirring constantly. Press first through a colander and then a fine sieve to give the fruit a smooth consistency.

The quantity of sugar varies according to taste, but the usual proportion is half as much sugar as fruit pulp. A fourth to a half teaspoon of salt added to every gallon of butter brings out the flavor of the fruit. Boil the sugar and fruit mixture rapidly, stirring as it boils so it won't burn.

As the butter cooks down and becomes thick, turn the heat lower to prevent spattering. When the butter is thick, test by pouring a spoonful on a cold plate. If no rim of liquid appears around the edge, the butter is done.

Then stir in spices as desired...one to two teaspoons of mixed ground spices to a gallon of the butter, may be just enough to give a delicate spiciness without hiding the fruit flavor. Pour the boiling hot butter into hot sterilized jars and seal.

-----ANOTHER TRIP FOR THAT WOODEN CONTAINER-----

There's a shortage of wooden containers. This fact, plus a bumper harvest of fruits and vegetables in prospect, has prompted the War Food Administration to urge grocery stores and consumers to use every means to save precious boxes and baskets.

Wooden containers when returned to market channels have re-use value. Orange crates can be used to ship peaches, apples or vegetables. And it's estimated that as high as 60 percent of some

commodities such as cucumbers, beans and broccoli could be marketed in used wooden crates or hampers.

Thousands of empty wooden containers are now used by retailers to hold groceries purchased in their stores and carried home by customers. Few of these containers ever find their way back to commercial use again. They are usually burned or destroyed.

Use Boxes Again and Again

Broadcasters can help in the container salvage campaign. You might urge listeners to use a cloth shipping bag to carry home the larger purchases of food stuffs. Tell them if the merchant packed their groceries in a wooden box last week, not to discard it. Have them take it back to the grocery store for carrying the food order home this week. The same suggestions holds true for cardboard cartons and large brown wrapping paper bags in which production is also limited.

-----UNCLE SAM'S RESERVOIR OF FOOD-----

The War Food Administration's Office of Distribution has the wartime assignment of seeing that necessary groceries are made available to our armed forces, Allies and territories.

Stockpiles must be maintained in quantities sufficient to meet war needs. But when certain food reserves no longer are needed to meet non-civilian requirements, they are released to American consumers. Inventories are constantly reviewed. By so doing, danger of excessive surpluses to disrupt markets after the war is reduced and stocks are kept in fresh condition.

To prevent deterioration in Government-owned foods...particularly of a perishable nature...the War Food Administration "turns" its stock which is an established trade practice.

Food Goes into Trade Channels

As a result of this policy, the War Food Administration sold back into civilian trade channels more than 15-million dollars worth of food during May and June.

The list included canned fruits and vegetables, dried fruit, dairy products, eggs, beans, peas, rice, fish products, and Irish potatoes for manufacture of starch.

Shipping Schedules Change

Occasionally the inventory reveals relatively small lots of food which are "out of position" for Government use. This means, for example, that food sent to one part of the country for shipment overseas may be released to the trade because of changed shipping schedules.

Some of the stocks released were built up as a result of purchase under price support programs...which the War Food Administration has undertaken to encourage production and to assure adequate supplies. These purchases are made during the period of peak production, and as production declines and the market can absorb the commodities they are fed back to consumer channels.

Original Packer Gets First Opportunity to Buy

The War Food Administration's Office of Distribution through its sales division is attempting to make use of established normal trade channels to release food stocks for civilian use. Generally, the original packer is given the first opportunity to buy back food stocks. Any balance not sold in that manner is distributed through other usual trade channels.

-----MARKETING PLENTIFUL FOODS-----

Although American-produced food cannot always fill every wartime demand put on it by civilians, our armed forces and Allies, there are periods of market surpluses...at least seasonally and locally.

This periodical abundance may be due to particularly favorable growing weather and above normal yields. Or a crop may be overplanted because the year before there was a below average yield and prices at the market advanced. Or, sometimes storage and transportation facilities are limited.

The War Food Administration's office of distribution has been assigned the job of seeing that food produced on American farms is available at the place it is needed at the right time and in the proper form. When there are plentiful foods...especially perishables...the War Food Administration attempts to see that they are consumed fresh or canned and stored for future use. This not only helps to assure adequate diets for the civilian population the year around, but provides the American farmer a market.

Check List is Issued

To keep the American public informed as to plentiful foods, the office of distribution issues a weekly check list...also an advance list of foods, likely to be plentiful for the month ahead.

Market News reporters at most important terminals issue daily and weekly reports of the amounts, quality and prices of fresh produce. Regional and district offices of the office of distribution call attention to the supplies of food in their areas. Local Nutrition Committees are provided with food supply information in order that they may contact consumers in various ways.

Whenever a commodity promises to be so plentiful as to require a special drive, a fact sheet is prepared and sent to other

Government agencies, to the trade and various other groups who might help on the program.

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x
x      BEST BUYS IN FRESH FRUITS AND VEGETABLES      x
x  Based on comparative abundance and relatively low  x
x  price, in most retail markets of the Southwest,   x
x  as reported by the WFA Office of Distribution.     x
x x x x x x x x x x x x x x x x x x x x x x x x
  
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Best buys in Southwest markets include generous supplies of cabbage, lettuce, onions and Irish potatoes. Other favorites with meal-planners are fresh fruits, including peaches, plums, cherries, apricots and oranges.

ARKANSAS.....Oranges, lettuce, carrots, crowder peas.

COLORADO.....Squash, lettuce, onions, beans, black-eye peas,
Irish potatoes, cantaloups, apricots, grapefruit,
oranges.

KANSAS.....Oranges, peaches, cherries, apricots, plums,
carrots, cabbage, lettuce, onions.

LOUISIANA.....Crowder peas, English peas, oranges, butter beans,
lettuce, watermelon.

NEW MEXICO....Cabbage, lettuce, beets, turnips, onions, Irish
potatoes, tomatoes, peaches, cantaloups, oranges,
carrots, plums, squash, corn, lemons, grapefruit.

OKLAHOMA.....Cabbage, onions, Irish potatoes, tomatoes, lettuce.

TEXAS.....Lettuce, squash, English peas, Irish potatoes,
tomatoes, cantaloups, corn, lemons, cherries.

